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BRA

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BOSTON
PUBLIC
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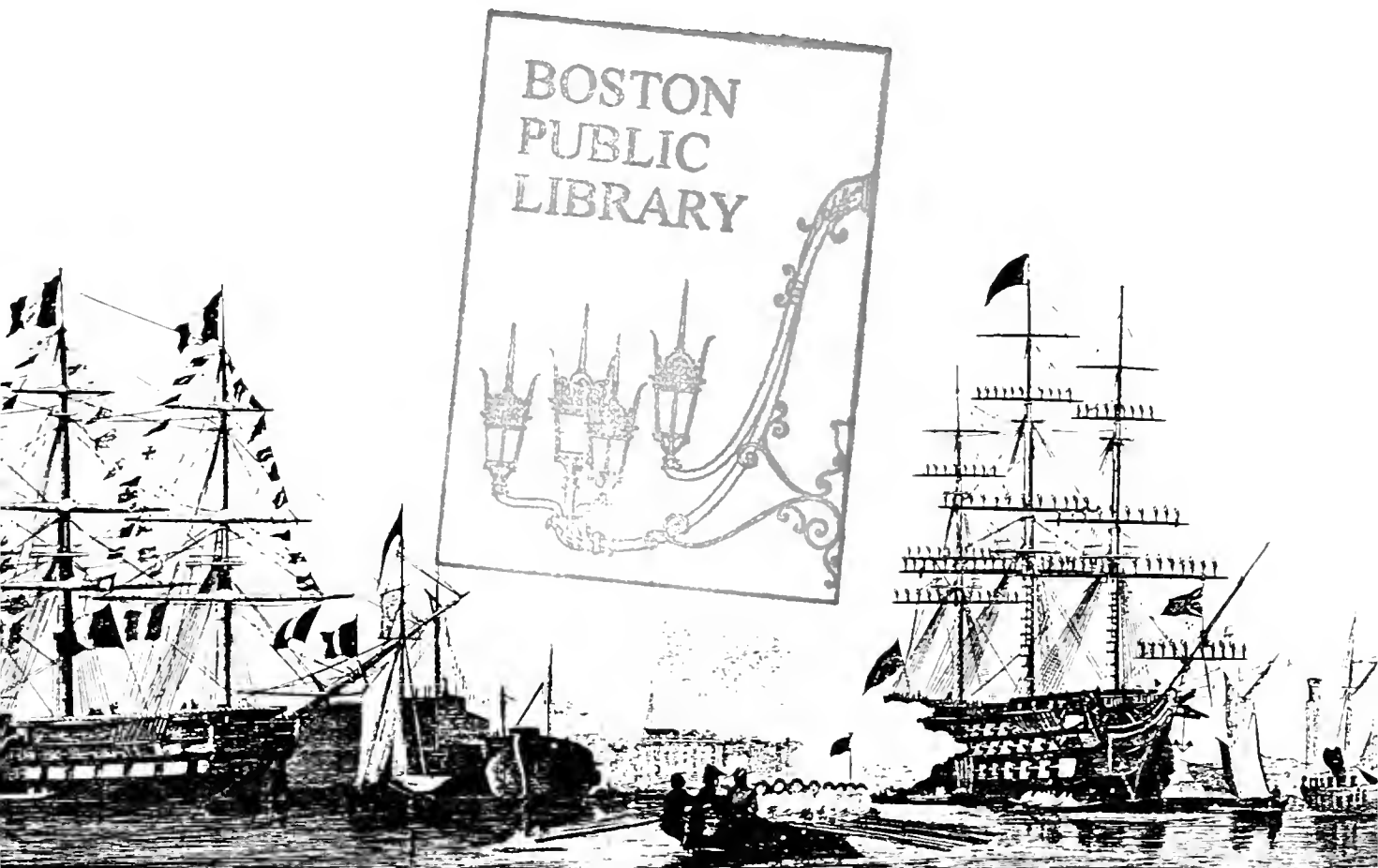
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A Proposal

Harborwalk Phase I Signage System

Boston Redevelopment Authority



WATERFRONT
H522
1989

Submitted by:

Sid Herman & Associates
Jon Roll & Associates

February 22, 1989

HARBORWALK

PHASE I

SIGNAGE SYSTEM

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Submitted by:

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February 22, 1989

Introduction

The Harborwalk will be the visible symbol of the BRA's continuing commitment to make the Harbor's edge available to the people of the city and its visitors. It will provide keys to a rich and varied showcase of Boston's past, present and future, highlighting change and continuity, diversity and commonality. The harbor and its edge are special places, and the Harborwalk will help to make them more special.

The Harborwalk's signage and its brochure will increase its accessibility. While transmitting specific information, both must also reflect and project the special qualities of the harbor's edge and its individual attractions.

Jon Roll and his associates have designed and implemented signage and identity projects at a number of points around the harbor, from 149 at The Navy Yard, to the Rowes Wharf Water Shuttle and Marine Industrial Park. These projects have been well received because they have respected the special historical and contemporary qualities of the waterfront, and because they are appropriate to their uses as well as their environments. Perhaps most important, the systems have been designed for long term maintenance.

Sid Herman and his associates have created brochures and other publications for numerous agencies, firms and institutions in and around the Boston area. They have been very successful because they have paid close attention to the special needs of each project and have designed for clarity as well as visual excitement.

With our very broad background and our specific experience in and around Boston, -- as outlined in our RFQ submissions -- we feel particularly well qualified to handle the Harborwalk assignment. We are pleased to be among the firms and partnerships competing for contracts to create the brochure and the Phase I Signage System.

We understand the challenges and their complexities. We are confident that we can deal with them successfully and that we can help the BRA in its efforts to bring the harbor's edge to the the people.

Scope of Work

The Scope of Work described by the Boston Redevelopment Authority is very thorough. To confirm our understanding, we have summarized it below. We will provide the labor, material and equipment to undertake the tasks described in the Scope of Work:

Phase I - Research and Information Analysis

Products:

Compiled research findings
2 meetings with BRA

Phase II - Draft Master Plan

Products:

Three concepts for overall system
Draft Master Plan (Maps and report)
1 meeting with BRA

Phase III - Schematic Design

Products:

Three Preliminary Designs of Harborwalk Logo
Three Schematic Designs for each component of the signage system
1 meeting with BRA

Phase IV - Design Development

Products:

Final Logo Design
Final Master Plan
Final Design for each component of the signage system
Handbook of Sign Design Specifications
Presentation Boards of the Logo, Master Plan and Sign Designs
Addendum to the Boston Sign Code outlining the Harborwalk signage system requirements
2 meetings with BRA
4 Public Presentations

Phase V - Construction Documents

Products:

Construction Documents for all signage components

Mechanicals for the selected (five) initial signs

Fabrication/installation cost estimates for the selected initial signs

List of five recommended manufacturers and cost estimates

Fabrication schedule for selected initial signs

Bid package for the selected initial signs

Phase VI - Supervision of Production

Products:

Color proofs and material samples for all initial signs to be fabricated

Initial signs fabricated

1 meeting with BRA

Phase VII - Supervision of Installation

Products:

Initial sign installed

Punch list of deficiencies

1 meeting with BRA on site

Recommendations

As acknowledged above, the Scope of Work prepared by the BRA is detailed and very thorough. It outlines a very exciting and comprehensive system of graphics for the Harborwalk, and it describes what we feel will be a very exciting project. Based on our experience, however, we feel it would be useful to discuss some additional issues.

Simplicity

Our major concern is that there is a complete understanding at the outset on how the system is to be updated and maintained over a period of several years. The system should be designed around the pragmatic issues of long term staffing, program management, and replacement and maintenance budgets for the sign program.

For example, the Longwood Medical Area sign program has been highly successful because it has been managed by a private firm. The Medical Area Service Corporation (MASCO) has a vested interest in providing a range of services to the member institutions, from Master Planning to parking to waste disposal. The information on the signs is kept up to date. Vandalized and damaged signs are quickly replaced by a private contractor (all signs are insured) and the system has kept pace with the growth of the Medical Area.

Interestingly, the Longwood Medical Area map has proven to be the most difficult item to maintain, despite MASCO's efforts. The map quickly goes out of date because of changes in the Medical Area so that MASCO has been reluctant to locate map displays in the field and continues to issue it only as a printed hand map.

Map displays will likely be a big component of the Harborwalk signage system, but the amount of detail shown on the map, colors and method of reproduction must be carefully considered to insure that it will be practical in the long run. The Longwood Medical Area program is successful because it is simple and pragmatic. We would recommend a similar approach to the Harborwalk program.

Validation

As part of the Construction Documents Phase we recommend that full scale prototypes of each sign type be fabricated and installed in the field. The designs can then be properly evaluated prior to full production. (We prepared prototypes for both the Longwood Medical Area and Marine Industrial Park sign programs). These prototypes are particularly valuable in setting up criteria for sign placement (sight lines, set backs from the curb, clearance, etc.) This would not incur additional fees.

As-Built Drawings

Following the initial installation (Phase VII) we would reissue the Construction Documents to reflect all changes made in shop drawings and color sample approvals. Therefore the Contract Documents would be completely accurate and up to date for use in further installations. We would also assemble color samples, budget estimates and a list of recommended manufacturers for use in future installations. There would be no additional fees charged for this work.

Budget

Phase I - Research and Information Analysis

Time: 2 weeks
Fees: \$5,000

Phase II - Draft Master Plan

Time: 2 weeks
Fees: \$5,000

Phase III - Schematic Design

Time: 6 weeks
Fees: \$15,000

Phase IV - Design Development

Time: 8 weeks
Fees: \$15,000

Phase V - Construction Documents

Time: 6 weeks
Fees: \$15,000

Phase VI - Supervision of Production

Time: 6 months
Fees: To be determined, billed on a per hour basis

Phase VII - Supervision of Installation

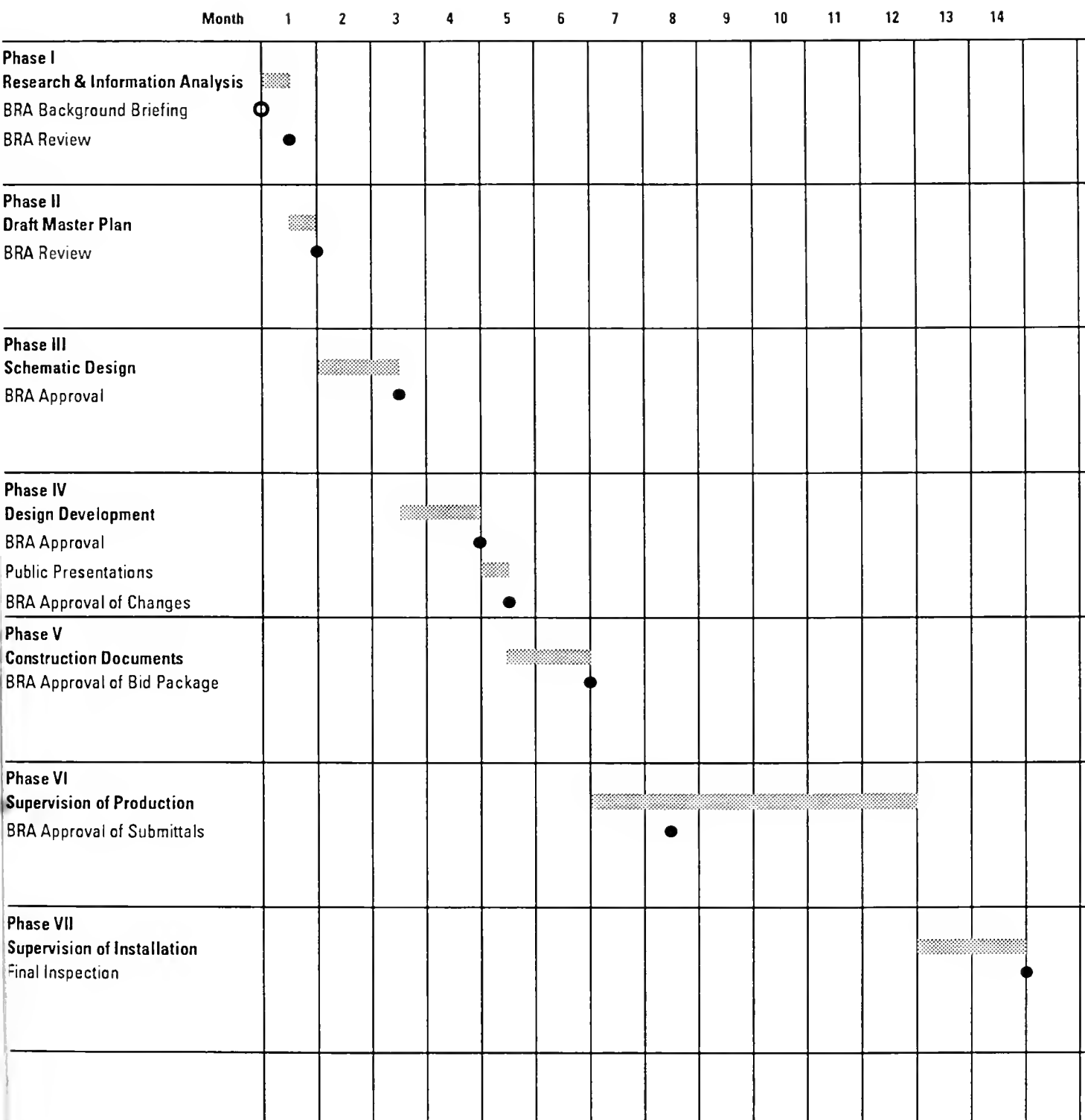
Time: 2 months
Fees: To be determined, billed on a per hour basis

The fees quoted above include all reimbursable expenses.

Our billing rates are as follows:

Principal	\$75/hr
Senior Designer	\$50/hr
Staff Designer	\$30/hr

Time Frame



References

Longwood Medical Area

Client: Medical Area Service Corporation
Mr. Richard Shea, Project Manager 732-2775

Marine Industrial Park

Client: EDIC/Boston
Ms. Marilyn Swartz Lloyd, Director 725-3342

Charlestown Navy Yard

Client: The Congress Group
Mr. Richard Graf 482-0475

Metropolitan District Commission

Client: Metropolitan District Commission
William Geary, Commissioner 727-5114

Additional references are listed in our Request for Qualifications submission.

Project Team

Jon Roll will be the project manager and principal designer. Karen Lewis will be the senior designer, assisted by G. Steven Martin. Other members of the Jon Roll design staff will be used as needed.

Melvin Farman will serve as project analyst, focusing on research and concept development.

Project team biographies are included in the firm's response of January 4, 1989 to the BRA's Request for Qualifications .

Affirmative Action Statement

As indicated in the response to the Request for Proposal, both Jon Roll & Associates and Sid Herman & Associates are equal opportunity employers and have conformed to all City of Boston and Affirmative Action Program requirements in all past and current projects.

6 of the 8 members of the Jon Roll firm (75%) are women and/or minorities, holding positions which include Senior Associate, Senior Designer, Designer and Office Manager.

Samples

Sid Herman & Associates

Jon Roll & Associates

The fundamental objective of corporate communication is to help companies and institutions communicate effectively with shareholders, the financial community, employees and customers.

We design and produce annual and interim reports and other investor materials, facilities and capabilities brochures, recruitment and benefits brochures and corporate magazines.

As creative designers and writers our role is to help clients conceptualize the most effective and appropriate structure for each corporate communication, and to design and produce those communications with style and precision.

We are particularly sensitive to the pressures inherent in producing annual reports — and we know how to minimize them.

We interact closely with clients throughout conceptualization, design and production — from start to finish, we work in true partnership.

The results of many years of such partnerships have resulted in highly respected and effective corporate communications. We are proud of our long and successful relationship with a variety of significant companies and institutions.



Standex
Annual Report 1988



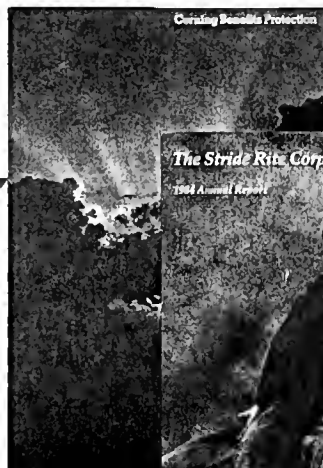
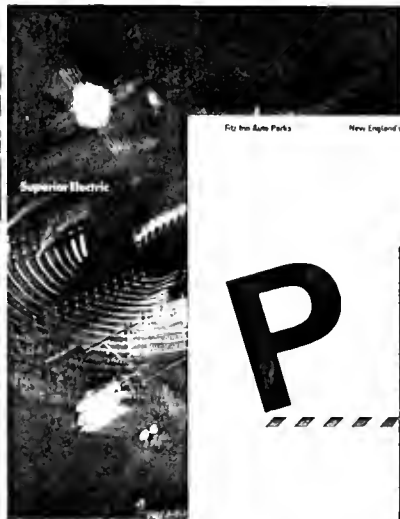
Our corporate communication
services include
brochures, 300 corpora-
tions, banks, resorts,
universities and schools,
and high-tech companies.

We provide a complete
range of services
from conceptualization,
writing and design,
through photography,
typesetting and printing.
We can work with
your client's resources
whenever necessary.

Shown here are a
selection of recently
completed annual reports
and other corporate
communications.

Ilextron, Inc.
Boston Public Schools
Standex International Co.
Foxboro Company
Cabot Corporation
Costa Smeralda
Bank of Boston
IBM
Superior Electric Co.
Fitz Inn Auto Parks
Corning Glass Works
Stride Rite Corporation

What's important to you?



Morse Shoe

Text, photography and layout should work together to create a specific visual character. In these spreads for the Morse Shoe Company Annual Report, shoes and the materials from which they are made are imaginatively photographed to evoke the fashion oriented marketing of Morse Shoe and its retail subsidiaries such as Fayva. The page typography is fresh and lively and it is accented by smaller photographs of newsworthy innovations in product presentation and merchandising activities in the stores.



Considering the variable in a shoe, it's not surprising that the company has developed a program to control the quality of the shoe.



Developing a shoe's profile is one of the most important steps in the process of creating a shoe. It's a process that takes time and effort.

Unitrode Corporation

Unitrode provides innovative solutions to the performance needs of users of electronic components and sub-systems. These spreads from the Annual Report juxtapose colorful photographs of product applications with statements by Unitrode's employees on quality control and customer relations.



Developing a shoe's profile is one of the most important steps in the process of creating a shoe. It's a process that takes time and effort.

The brochure was accepted when it was reported that a man with the first name of publication



Fleet Financial Group

Fleet Financial Group is an aggressive banking organization based in Rhode Island. Its record of growth and achievement has brought wide recognition to its management. Fleet has always committed itself to expressing its excellence through its annual report and the high standard of information, design and production that the report represents.



Eastern Utilities Associates

Eastern Utilities Associates is a public utility holding company and the parent company of the EUA System. Its innovative annual report is a series of essays by employees — from line construction personnel to accountants; from computer programmers to customer services representatives.






Textron, Inc.

This cover for Textron, a major industrial conglomerate company features a powerful image that draws attention to an important recent acquisition, and at the same time symbolizes the quality and attention to detail that the company pursues in all of its products.


The Foxboro Company

Well conceived graphic devices can help to explain the complexities and abstractions of modern technological processes, where conventional words and pictures fail.


The Foxboro Company takes great care to explain their activities in 'Artificial Intelligence' through such means, using dimension and color to symbolize complex processes.



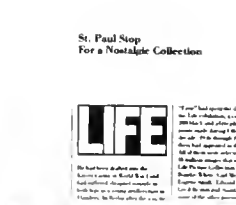
It's not the 1000s of data and numbers that are the key to the success of the Foxboro Company. It's the way they use them.




The MIBAN is a programmed to monitor the different components and can be operated as a unit or as a part of a system. It is a perfect example of a computer system that can be used in a variety of ways.




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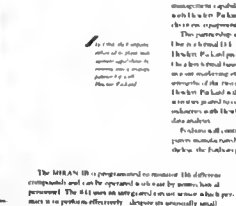
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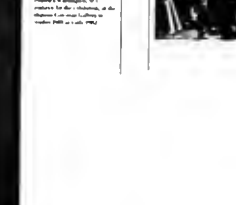
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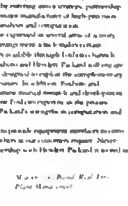
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Wheelabrator-Frye

In today's fast changing business world, the corporate magazine is often the only way to keep abreast of what is evolving and how things are working throughout a company.

Wheelabrator-Frye has always invested a great effort in this channel of communication to keep its employees, shareholders and other interested parties informed throughout the year.

St. Paul Stop
For a Nostalgic Collection



The MIBAN is a programmed to monitor the different components and can be operated as a unit or as a part of a system. It is a perfect example of a computer system that can be used in a variety of ways.



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We create sign and information systems that effectively guide, inform and persuade with a minimum of intrusion, and which enrich the visual environment.

When sign systems are properly conceived and well designed they can genuinely serve the public good, make a positive contribution to the life and vitality of the streetscape and help to establish a sense of place.

We have had a great deal of experience in the design of sign and information systems on many different levels, ranging from a visitor information system for the National Gallery of Art to comprehensive signing standards for the U.S. Air Force — which are being implemented world-wide — to signing for historic buildings in Boston.

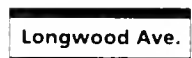
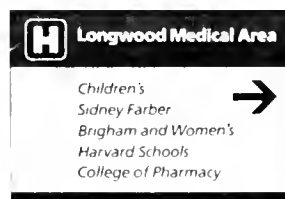
In the process of working on these projects, we have learned a great deal about the dynamics of the relationship between signs and the people and environments they serve. Here, as in other aspects of our work, we have learned that the solution must be appropriate to the need. The best design is that which communicates, and, at the same time, enriches the human experience.

Longwood Medical Area

The Longwood Medical Area is a heavily congested 175-acre site in Boston which includes 14 medical and educational institutions.

Herman and Lee developed a graphic identity and orientation graphics for the entire area.

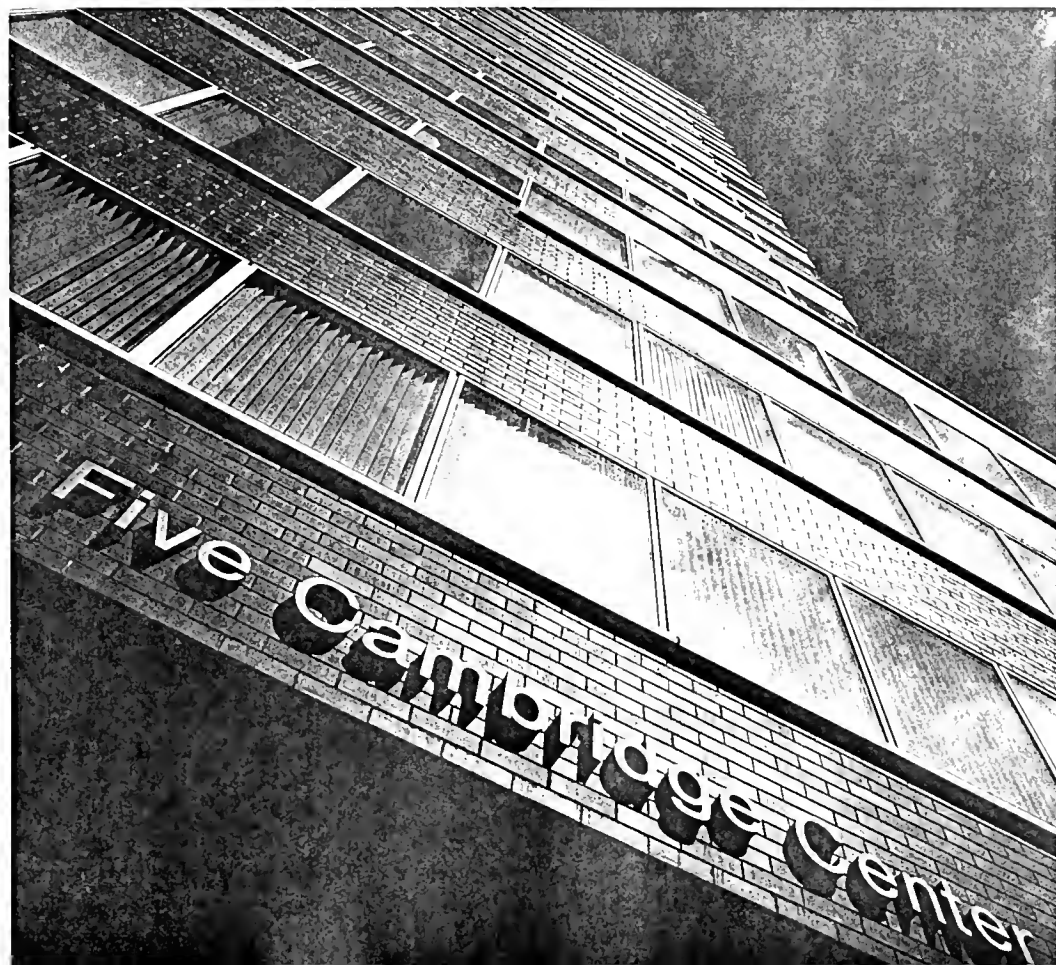
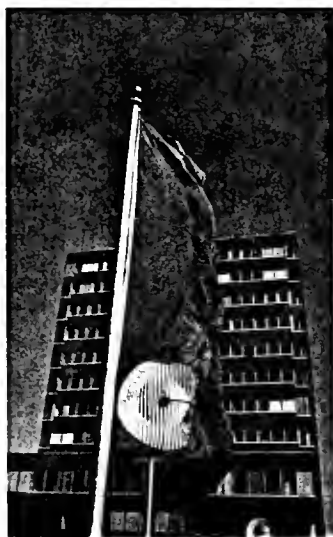
To direct traffic to the site, trailblazer signs were developed, using the international "H" symbol. The bold blue and white theme was extended to vehicular directional signing, alerting visitors at the perimeter of the area and guiding them to specific institutions.



Cambridge Center

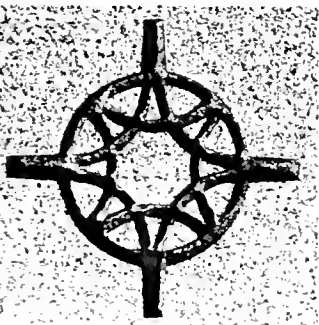
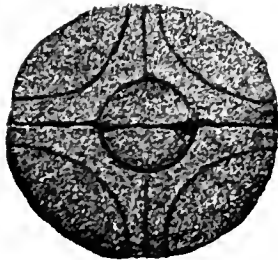
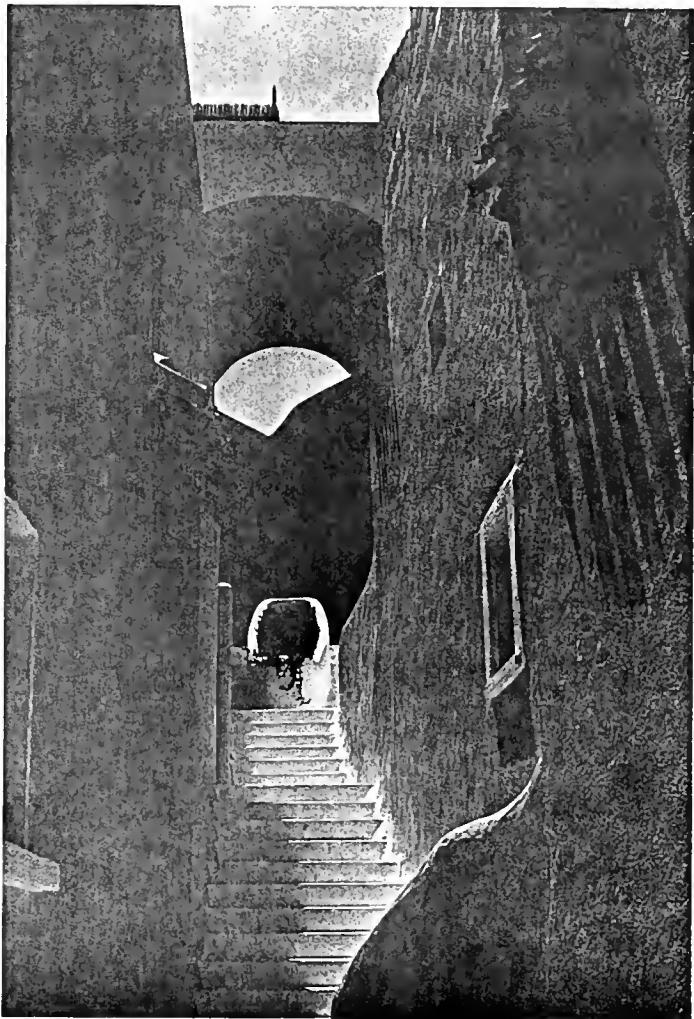
Herman and Lees created the graphic identity, signage and orientation graphics for the twenty-four acre Cambridge Center development near the Massachusetts Institute of Technology.

The symbol is based on two concentric C's scanned vertically to imply a high-tech image expressive of mathematically derived relationships and technical components. It has been applied to marketing materials and serves as the key identity element for all parts of the development.



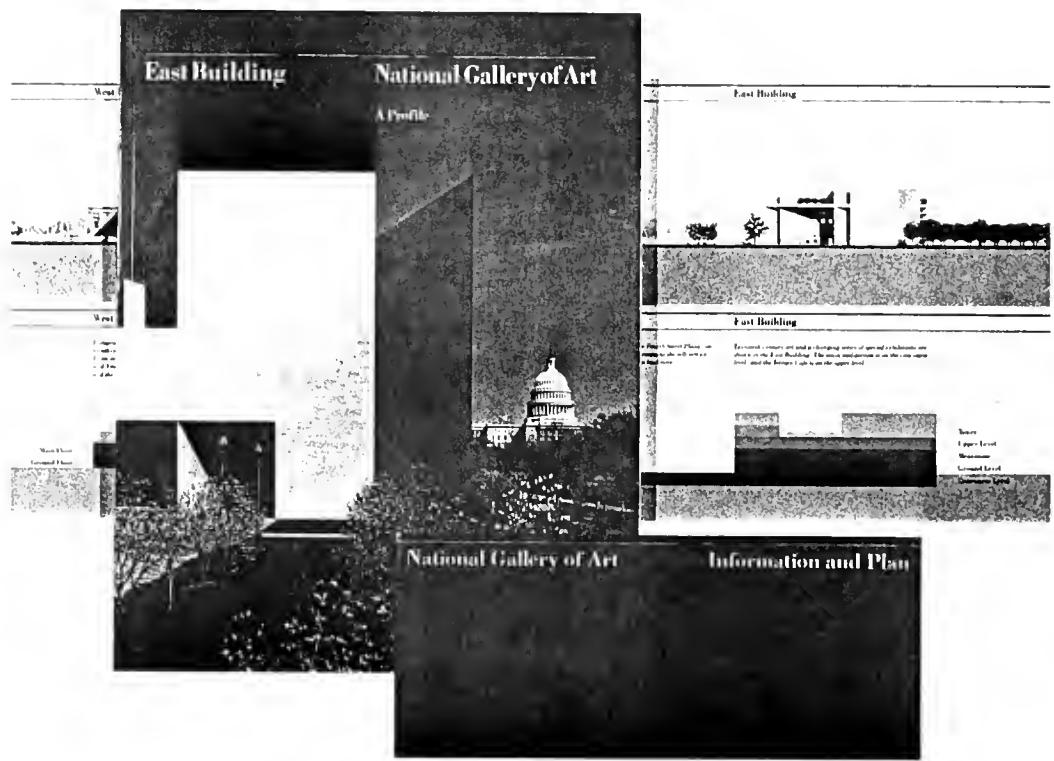
Costa Smeralda

In addition to designing corporate identity programs for hotels and other businesses of the Costa Smeralda in Sardinia, we also designed sign systems for vehicles and pedestrians, information centers, guidebooks, posters, map structures and other orientation elements. All were designed to fit in with the very special nature of the place and, at the same time, to add to its charm. Native traditions and natural materials were integrated with new technologies to create a wide range of distinctive graphics.



National Gallery of Art

Graphic communication devices used in museums have unique requirements. They should assert themselves enough to communicate their messages effectively, but not so much as to distract attention from the exhibits. They must also harmonize with the museum's architecture, enhance the qualities of special facilities such as shops and restaurants, and, in general, contribute to the atmosphere of aesthetic enjoyment. Our information system for the National Gallery has fulfilled all of these needs.



Information desks and map kiosks throughout the museum aid the visitor in the appreciation of the great collections at the gallery.

Herman and Lees has been the prime contractor for a wide range of signage and public information programs — beginning with initial concepts and following through to the preparation of working drawings and the supervision of manufacturing and installation.

In the course of the projects cited in this brochure we have solved a wide variety of signage problems — including the integration of legally prescribed and specially designed signs, the development of systems for large and complex areas; the development of systems to be implemented internationally, and the design of signing for architecturally sensitive environments.

New York Marriott
Marquis Hotel,
Times Square, NY

Beth Israel Hospital,
Boston

Polaroid Corporation



Scale, materials, lighting, and graphic style are always integrated into the specific environment for which the signs are designed.

Our sign systems are always based on a thorough analysis of circulation patterns, natural orientation, and rapid and easy comprehension of information.

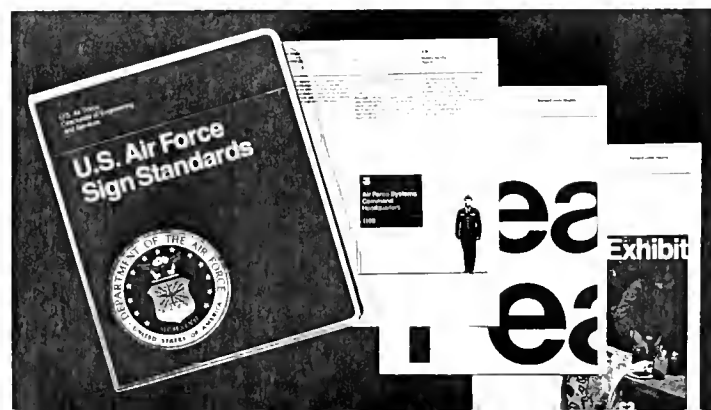
Where appropriate we use murals, banners, and other devices to enliven an environment and help to create a special sense of place.

Charlestown Navy Yard,
Boston

Aga Khan University,
Pakistan

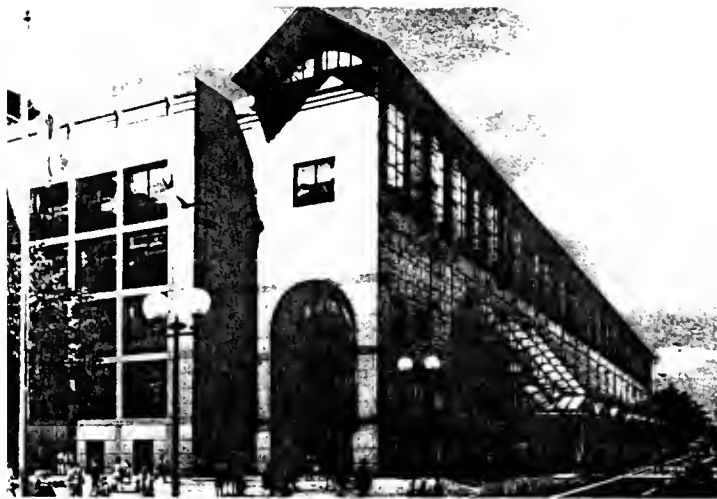
United States Air Force

Costa Smeralda
Yacht Club



Hynes Convention Center

The development of this state-of-the-art system for the Hynes Convention Center signals a new era in the design of environmental graphics. We intend to stay in the forefront of this exciting and challenging technology in the years to come.



The new Center has been designed to accommodate more than 20,000 visitors daily attending as many as six simultaneous conventions or exhibitions. A highly flexible signing system was required to display up-to-the-minute listings of events and to direct visitors to major destinations within the facility.

The system employs large scale electronic directories at the principal entrances to the facility, electronic directional signing at the key decision points and TV monitors at the entrances to meeting rooms. All displays are controlled from a central computer facility.



KAUTO SHOW

Exhibition Halls and Meeting Rooms

WATERFRONT

H552

1989

AUTHOR

HARBORWALK Phase 1

SIGNAGE SYSTEM

TITLE

(SID HERMAN & ASSOC.)

DATE
LENDER

BORROWER'S NAME

15 per page
BBA
302
2 of 2
1 of 2
1 of 2
2.

Harborwalk Phase I Signage System

Phase I - Research & Information Analysis

Fee \$5280.00 (12% of fee)

Expense 880.00 (8% of expense)

Phase II - Draft Master Plan

Fee \$6600.00 (15% of fee)

Expense 1320.00 (12% of expense)

Phase III - Schematic Design

Fee \$10120.00 (23% of fee)

Expense 3300.00 (30% of expense)

Phase IV - Design Development

Fee \$13200.00 (30% of fee)

Expense 2200.00 (20% of expense)

Phase V - Construction Documents

Fee \$8800.00 (20% of fee)

Expense 3300.00 (30% of expense)

Subtotal Fee \$44000.00

Subtotal Expense \$11000.00

Total \$55000.00

Detailed Timeframe

Harborwalk Brochure

Phase I - Background Research

Notice to Proceed - 04.01.89

Carryout and complete research - 04.20.89

Complete Phase I - 04.20.89

Phase II - Preliminary Design

Begin Phase II - 04.10.89

Present Concepts - 04.25.89

Submit First Draft - 05.10.89

Phase III - Design Development

Begin Phase III - 05.15.89

Submit Second Draft - 05.25.89

Submit Third Draft - 05.01.89

Submit Fourth Draft - 06.10.89

Typeset - 06.12.89

Finalize Artwork - 06.15.89

Complete Final Mechanicals - 06.25.89

Turn Over Mechanicals to BRA - 06.30.89

Harborwalk Phase I Signage System

Phase I - Research & Information Analysis

Notice to Proceed - 04.01.89

Submit Findings - 05.01.89

Complete Phase I - 05.01.89

3.

- Phase II - Draft Master Plan
 - Begin Phase II - 04.15.89
 - Present Concepts - 05.15.89
 - Submit Draft Master Plan - 05.15.89
 - Complete Phase II - 06.01.89
- Phase III - Schematic Design
 - Begin Phase III - 05.15.89
 - Present Logo - 06.01.89
 - Present Schematics - 06.01.89
 - Complete Phase III - 06.10.89
- Phase IV - Design Development
 - Begin Phase IV - 05.25.89
 - Present Handbook - 06.10.89
 - Present Logo/signs/code/plan - 06.15.89
 - Complete Phase IV - 07.01.89
- Phase V - Construction Documents
 - Begin Phase V - 06.15.89
 - 50% C.D. Submittal - 07.15.89
 - 90% C.D. Submittal - 09.01.89
 - Phase Completion - 09.30.89

Samples of Work

We have complied with this request as part of our Submission of Qualifications previously submitted to you.

References

We have complied with this request as part of our Submission of Qualifications previously submitted to you.

List of All Personnel to be Assigned to the Project

The Harborwalk Brochure project team can best be described as a straight line organization. Directly interacting with the BRA, Mr. W. John Lees will act as Principal-in-Charge with Ms. Karen Stockert responsible for both project Management and Project Design. She will be assisted in the Production functions by Mr. Peter Latimer and Ms. Jordana Pack.

As part of our Submission of Qualifications for the Phase I Signage System, we displayed a Project Team Organization chart. This chart indicates not only chain-of-command with respect to the project responsibility but also identifies key personnel and project roles.

4.

For members of both teams - employees of John Lees & Associates - we have included copies of individual resumes as an attachment to this submittal. This attachment can be found following the body of this document.

Affirmative Action Statement/Plan

As we stated in both our Brochure and Signage submittals to you, John Lees & Associates is committed to the principles of Affirmative Action and Equal Employment Opportunities.

With respect to an Affirmative Action Plan, this office exceeds the State goals for the participation by women (66% women in the existing office work force - 50% professional staff, 16% administrative). We typically recruit professional staff nationwide, and therefore have the opportunity to evaluate portfolios and applicants solely on demonstrated ability. While not specifically targeting a goal (e.g.: 53% women, 33% minority), our methods have accurately reflected the ethnic and sexual population of our profession over our twenty-five year history.

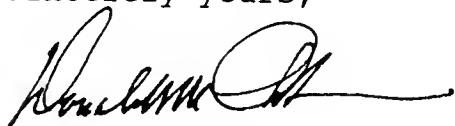
We will require compliance of our consultants and vendors to these principles as well as any prescribed goals.

Modifications to the Scope of Work

Other than very minor scheduling and/or sequencing matters which have no impact on either the overall schedule or cost, we have no recommendations relative to the Scope of Work as presented by the BRA.

In behalf of John Lees & Associates, I look forward to our presentation to you on the 28th, your favorable review of our submittals and presentation, and the commencement of a very exciting project together. Until that time, I remain,

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Donald M. Clark', with a long horizontal flourish extending to the right.

Donald M. Clark
Associate Partner

Attachments: Personnel Resumes (8)

W. John Lees
President/Principal-in-Charge

W. John Lees is the founding partner of John Lees & Associates, Inc. The firm was established in 1965 and currently specializes in three areas of graphic design: corporate identity, marketing and corporate communications and environmental graphics.

Mr. Lees has been Principal-in-Charge on major projects in all three areas of specialization. Working on three continents he has gained extensive international experience in the development and execution of a complete range of graphic design projects, from the simple to the highly complex. Among his current and past clients are the following:

His Highness the Aga Khan
Arthur Andersen & Company
Arthur D. Little
Cabot Corporation
Corning
IBM
McGraw Hill
Polaroid Corporation
Textron, Inc.
I.M. Pei and Partners
U.S. Air Force
U.S. Department of Housing and Urban Development
U.S. Department of Justice
U.S. Department of State
Aga Khan University (Pakistan)
Harvard University
National Fire Protection Association
National Gallery of Art (USA)
Apostica (Portugal)
CIGA HOTELS (Europe)
Costa Smeralda Resort (Italy)
Hilton Vista International Hotels (USA)
Serena Hotels and Lodges (E. Africa)

Mr. Lees was educated in England and at Yale University (BA 1961, MFA 1962). He is a member of the American Institute of Graphic Arts and the Industrial Designers Society of America. He has been a recipient of an Individual Project Fellowship from the National Endowment for the Arts and has served on numerous professional and governmental committees. His work has been widely recognized, including four Presidential Design Achievement Awards for his design programs for four cabinet level agencies of the U.S. government.

Donald Clark
Associate Partner

Mr. Clark specializes in environmental graphics with an emphasis on graphic intensive complexes, including healthcare and transportation related graphics. For the past twenty-three years, his experience has been nationwide and includes graphics programs for large airport facilities such as the Los Angeles International Airport; healthcare, including The University of Texas Medical Branch at Galveston; and the design of specialized exhibitions for which he has been widely recognized. Among others, his project experience includes the following:

- Los Angeles International Airport
- Ontario International Airport
- Glendale Galleria
- Pacific Southwest Airlines
- Denver Stapleton International Airport
- 1984 Summer Olympic Games
- California Plaza, Los Angeles
- Jamboree Center
- LAX Terminal Three
- Orlando International Airport
- MacArthur Court
- University of Central Florida
- Newport Center
- Los Angeles Zoo
- The UMass Medical Center
- University of Southern California
- McCarran International Airport
- Burbank/Pasadena/Glendale Airport

Mr. Clark was educated at the University of Southern California and at the Art Center College of Design in Los Angeles. In addition, he was on the Faculty of the Art Center College, where he taught three-dimensional design in the upper division of the Communication Design Department. Professionally, he is a member of the American Institute of Graphics Art, the Society of Environmental Graphic Designers, and has served on the Board of Directors of the Airport Consultants Council and the Art Directors Club of Los Angeles. He has been a recipient of an Individual Project Fellowship from the National Endowment for the Arts, and his work has been published throughout the country and includes the Los Angeles and New York Art Directors Club annual exhibits and the casebook series "The Best in Environmental Graphics" publications.

Karen Stockert
Senior Designer

Karen Stockert has been with John Lees & Associates and prior to that Herman and Lees Associates for two years as a graphic designer. Her major area of strength and interest is print graphic design. Her range of experience includes involvement in identity design, annual reports, product marketing collateral and corporate capabilities brochures.

Prior to her employment with John Lees, Karen spent a year and a half working with the communication design group at Herman Miller, Inc. in Michigan as a design assistant. During this time there was a great deal of opportunity for establishing a foundation in all aspects of the design process in a model corporate environment.

Following is a list of selected design projects in which she has had a significant role:

Programs:

- Aga Khan's G IV Jet Exterior
- Castel del Nero Identity and Graphics Program
- Costa Smeralda Identity and Graphics Program
- CIGA Hotels Marketing Program
- CIGA Weekend at Longchamp Print Program
- Harvard University Art Museums Identity and Graphics Program
- National Fire Protection Association Graphic Program

Print Materials:

- Bradley Real Estate Trust Annual Report 1988
- Bradley Promotional Brochure for Hood Commons
- John Lees and Associates Company Book
- Herman Miller Magazine 1986
- Norton Capabilities Brochure 1988
- R.C. Williams Capabilities Brochure
- RPI Designs Product Brochures

Karen received her design education at Minneapolis College of Art and Design. She graduated in 1985 with a BFA in visual communications design. During that time, she was awarded a General Mills Foundation Student Scholarship and received recognition from STA for achievement in graphic design studies.

Christine Cavataio
Project Planner/Designer

Ms. Cavataio has several years of experience planning interior environments. She has both designed and managed a variety of architectural interiors with an emphasis on large commercial spaces. Many of these projects involved environmental graphics. Her project list includes the following:

AT&T Customer Service Center
2 Devonshire, Boston
Blue Cross & Blue Shield of Mass.
HarborSouth Building, North Quincy
Blue Cross & Blue Shield of Mass.
51 Sleeper Street Building, Boston
The U. Mass Medical Center
The University of Texas Medical Branch
at Galveston
Harvard Community Health Plan, Medford
The City of Lowell

Ms. Cavataio studied two and three dimensional design and the history of design at both Syracuse University and at the Middlesex Polytechnic Institute in London. She has a BFA from the College of Visual and Performing Arts at Syracuse University. She is a member of the Society of Architectural Historians.

John Bachanowski
Project Designer

John Bachanowski has been a graphic designer with John Lees & Associates for a little over a year. His emphasis with the firm has been on corporate identity programs, and yet his professional experience includes environmental graphics, packaging, brochures, and book design.

Prior to joining John Lees and Associates, Mr. Bachanowski worked as a graphic designer with Schafer Associates of Chicago. There, he was involved in large-scale corporate retail programs and identity design.

A list of his project accomplishments is as follows:

Programs:

- CIGA Hotels Corporate Identity
- CIGA Weekend at Longchamp Print Program
- International Bloodstock Holdings Identity and Graphics
- R.M. Bradley Corporate Identity
- Miner & East Corporate Identity

Print Materials:

- CIGA Weekend at Longchamp Brochure
- CIGA Hotels Corporate Graphics Standards Manual
- Frank Lynn Capabilities Brochures

Signage:

- White Hen Pantry
- Cabot, Cabot & Forbes, Residential Development
- Stein Optical
- Omni Superstores

John received his BFA in Graphic Design from the University of Illinois at Urbana-Champaign in 1987. His work has been published in Print magazine and the Annual Report and Corporate Image Planning Book.

Peter Latimer
Project Designer

Peter Latimer has been a graphic designer with John Lees & Associates for over a year. His primary work to date has been in the development of Corporate Identity Programs and their many applications. These applications include print materials and environmental graphics.

His experience includes the following projects:

- CIGA Hotels Corporate Identity
- Environmental Graphics for CIGA Weekend at Longchamp 1988
- Individual CIGA Hotel Identities including:
 - Hotel Danieli, Venice
 - Hotel Excelsior, Rome
 - Hotel Excelsior, Florence
 - Hotel Imperial, Vienna
 - Hotel Alfonso XIII, Seville
- International Bloodstock Holdings PLC Corporate Identity

Mr. Latimer was the recipient of a Talented Student Tuition Waiver at the University of Illinois at Urbana-Champaign. He graduated from the University of Illinois with University Honors in 1987 with a BFA in graphic design.

Jordana Pack
Designer

A relatively new member of the staff of John Lees & Associates, Ms. Pack brings a fresh approach and vitality to the work she performs for the firm. Her primary focus to date, has been in the areas of corporate identity. In addition to her design skills, she has been able to use her computer expertise in the extension of the design programs on which she has worked. Her individual project experience includes the following:

- CIGA Hotels
- CIGA Weekend at Longchamp 1989, Paris
- Caffe Doney, Rome
- Costa Smeralda Yacht Club
- 931 Massachusetts Avenue
- Bradley Real Estate Trust
- Harvard University Art Museums Manual
- Amaprop Building Developments Inc.
- M.W. Samara Inc.
- Isle of Skye Inc.
- Estee Lauder
- Diva Parfums Inc.
- International Bloodstock

Ms. Pack received her design education at the Rhode Island School of Design, where she graduated with a BFA in 1988.

Nancy Bond
Designer

While at John Lees & Associates, Nancy Bond has addressed a wide range of project types bringing her design skills and computer expertise to bear on all phases of the work. Her professional experience includes work in corporate identification, promotional materials, communication graphics, and desk-top publishing.

Her specific projects include the following:

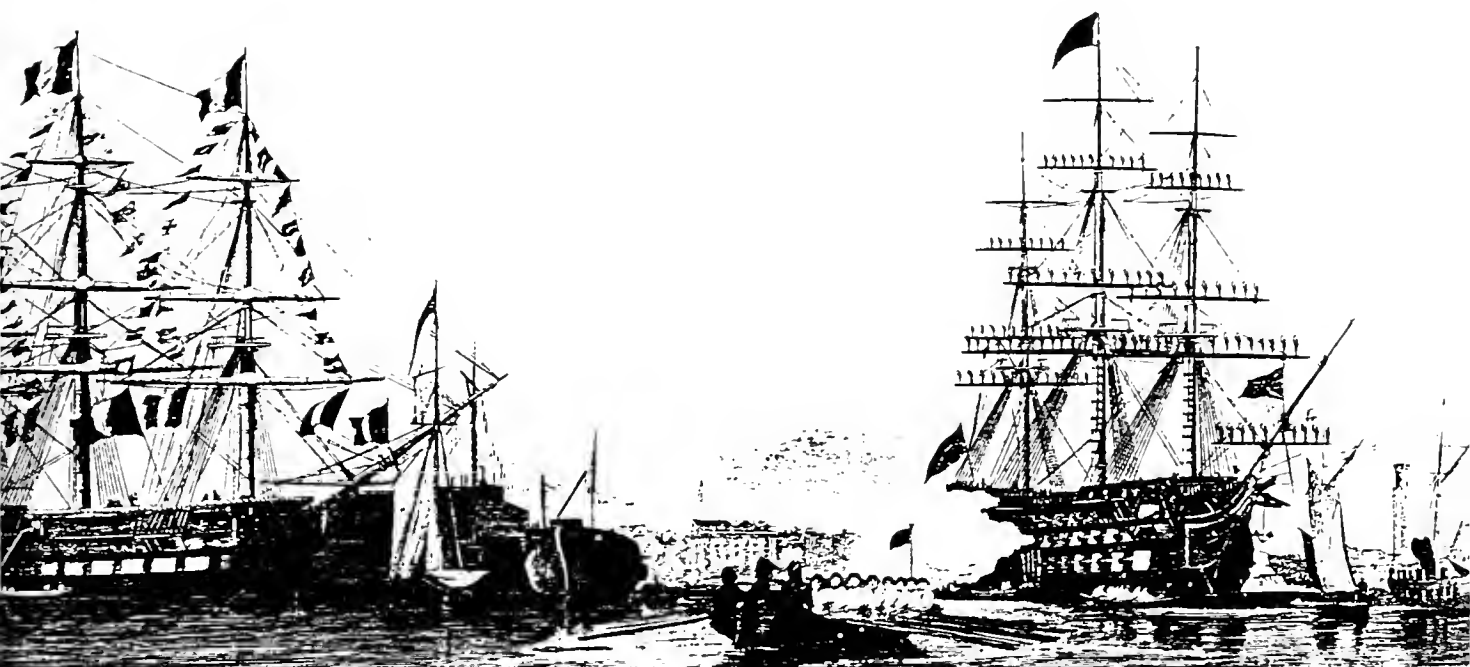
- City of Norfolk Downtown Signage Manual
- International Bloodstock Holdings PLC
- CIGA Hotels Corporate identification Manual
- University of Texas Medical Branch at Galveston
- Aga Khan Educational Services

Ms. Bond received her BFA in Graphic Design College of Art in 1985. Her work was accepted into the 1988 Hatch Awards Show.

01 202
BRA
902
2 of 2

Harborwalk Phase I Signage System

Boston Redevelopment Authority



Submitted by:

Sid Herman & Associates
Jon Roll & Associates

January 4, 1989



Jon Roll & Associates

January 4, 1989

Emel Hadzipasic, Senior Planner
Harbor Planning and Development
Boston Redevelopment Authority
One First Avenue (Building 34)
Charlestown Navy Yard
Boston, MA 02129

Dear Mr. Hadzipasic,

Enclosed are the qualifications of a team made up of Jon Roll & Associates and Sid Herman & Associates, submitted in response to your Request For Qualifications HPD3/02.RPT of November 1988.

We are interested in the possibility of working on the development of the Harborwalk signage system. We recognize that the walk will be a significant asset to the city, and we would very much like to be a part of it.

If you have any questions, or if you would like members of our team to appear for interviews, please let me know.

Thank you for the opportunity to submit these qualifications. We look forward to hearing from you.

Sincerely,

Jon T. Roll
Principal

222 China Street

Cambridge

Massachusetts 02142

617-868-5430

Overview:

Jon Roll & Associates and Sid Herman & Associates have formed a team for the Harborwalk signage system and the Harborwalk brochure. Our qualifications include:

- significant specific experience in the development of sign systems and related printed materials;
- successful experience with similar projects involving public agencies such as the BRA, the EDIC, the MDC, the Convention Center Authority, The Port Authority, the MBTA and the City of Boston;
- senior team members with an average of more than 20 years of experience in the development of sign systems and brochures for clients in greater Boston and around the world;
- a long history of association with agencies, planners, developers and others involved in the physical redevelopment of Boston;
- and a demonstrable record of successful completion of similar projects, as evidenced by sign systems for the Longwood Medical Area, the Marine Industrial Park, and the Hynes Convention Center, as well as numerous brochures for public and private clients.

We would be very pleased to provide the BRA with any additional information and/or to meet with BRA representatives at any time. We view the Harborwalk as one of the most exciting projects in recent Boston history, and we would like very much to be a part of it.

The Team and Its Experience

Although the team of Jon Roll & Associates and Sid Herman & Associates is new, the principals of both firms have worked together closely for many years.

Jon Roll was the principal in charge of environmental graphics for Herman and Lees Associates. In that capacity, he actively managed and was very heavily involved in the execution of all of the company's sign system projects, including several for the Boston Redevelopment Authority.

As a founder and principal in charge of corporate and marketing communications for Herman and Lees Associates, Sid Herman designed and managed the production of brochures for many of New England's leading businesses and institutions, as well as for public agencies such as the Boston Public Schools, Cambridge Redevelopment Authority, and the Massachusetts State Colleges.

During 1988, Herman and Lees Associates was dissolved and Messrs. Roll and Herman formed their own, separate firms. They have continued to work together however, most recently on the development of graphic standards for the Metropolitan District Commission Parkways and Reservations.

Combined Experience

Messrs. Roll, Herman and other members of the proposed project team worked together on a number of projects which involved signage and printed materials to help guide people. The Longwood Medial Area signage project, for example, included a hierarchical sign system, hand maps and information displays. Another example is the program for the Massachusetts Audubon Society which included a re-designed logotype, complete signing for all Society sanctuaries, standards for publications, trail markings and orientation maps.

Both Roll and Herman and key members of the proposed project teams have also worked extensively with public agencies and have demonstrated a consistent ability to complete projects, often in the face of the types of problems which can afflict public programs.

In this association, Jon Roll would be responsible for signs and related graphics and Sid Herman would manage the brochure project. Staff and associates from both firms would be involved as needed. Essentially, the team concept offers the Boston Redevelopment Authority the best of two specialized firms.

Jon Roll & Associates

Jon Roll is well known for his contributions to greater Boston's environmental graphics and for his ability to successfully implement signage programs. He designed and managed the implementation of the Longwood Medical Area sign program, 149 the Navy Yard, The Hynes Convention Center and the Marine Industrial Park, for example, and is currently working with with the BRA on its Huntington Avenue sign program.

His other accomplishments include the design and implementation of sign systems and related materials for the Hynes Convention Center, Marine Industrial Park, Harvard Medical School, the Rowes Wharf Water Shuttle, the Massachusetts Audobon Society, all United State Air Force facilities, Childrens Hospital, Beth Israel Hospital, Cambridge Center, One Financial Place, The National Gallery of Art in Washington, The Times Square Marriot in New York, The American College of Greece in Athens, and The Aga Khan University in Pakistan,

Since opening as a separate company in May of 1988, Jon Roll & Associates has been very successful. Some of the firm's current projects include 125 High Street, New England Deaconess Hospital, The Dartmouth Hitchcock Medical Center, The Boott Mills in Lowell,

Sid Herman & Associates

As one of Boston's leading designers, Sid Herman has helped many of New England's leading businesses and institutions, as well as agencies of government. He has created publications for the Boston School Committee and the Cambridge Redevelopment Authority, murals for the MBTA, and communications materials for Harvard University. His corporate clients have included Raytheon, Textron, Cabot, the Bank of Boston and Foxboro.

Working with Jon Roll, he has created maps of the Longwood Medical Area and trail guide materials for the Massachusetts Audubon Society. His work for Fitz-Inn has included the development of orientation maps pointing out downtown landmarks and parking facilities.

With his new firm, he has continued his work for major New England clients, such as MultiBank, Eastern Utilities Associates, EG&G Corporation, Haemonetics, Standex, and Unitrode.

Key Personnel

Jon Roll will be responsible for the management of the signage program and will be actively involved in its concept, design and production.

Melvin Farman will be responsible for the writing of the brochure and will handle research and concept development for the signage program. He has worked extensively with Messrs. Herman and Roll.

He has written marketing and communications pieces for many significant Boston area projects, including Prudential Center, The John Hancock Building, International Place, and Cambridge Center, for major developers such as Boston Properties and Macomber Development, and for resorts such as the Costa Smeralda in Sardinia and Quinta do Lago in Portugal.

He has worked with Jon Roll on many programs, including the Longwood Medical Area, Marine Industrial Park, Huntington Avenue, the U.S. Air Force and the Boott Mills. He has also written many of the materials designed by Sidney Herman, for clients such as Arthur D. Little, Unitrode, Fitz Inn Parking, Raytheon, and Harvard University.

Karen Lewis has worked as a Senior Designer with the Cambridge Seven Associates in Cambridge and Chermayeff & Geismar Associates in New York and as an independent design consultant, prior to joining Jon Roll & Associates. She was designer for Charles Square and the Charles Hotel identity and signage program, identity for the Federal Reserve Bank of Boston, sign program for theatres of General Cinema Corporation. Other projects include work for Bard College, Cooper Hewitt Museum and Mobil Oil Corporation. She is currently project manager for 125 High Street sign program, Dartmouth-Hitchcock Medical Center graphics and signs, and Brigham & Women's Hospital sign program.

G. Steven Martin has worked as a graphic designer with the Architects Collaborative, Earl Flansburgh & Associates, The Stubbins Associates, Malcolm Gear Designers, and The North Carolina Museum of Art. His project experience includes architectural signing programs for clients such as John Hancock Mutual Life Insurance Co., Elliot Bank, Bristol Myers Pharmaceutical, Cabot, Cabot & Forbes Development and The DeCordova Museum. As associate and project manager with Jon Roll & Associates, he is responsible for graphics for Malden Hospital, Deaconess Hospital and The Boott Mills development in Lowell, MA.

Other personnel from Jon Roll & Associates and Sid Herman & Associates will be utilized as needed.

Our Approach

We would approach the signing project by looking, listening, and explaining.

Good communications through the development stages of a project of this kind are most important. We would begin by meeting with, or at least establishing contact with, all interested parties, including the BRA, the Massachusetts Department of Environmental Affairs, the MBTA, the city of Boston and others. We have a great deal of experience in the successful completion of large projects which required the support of many interests. The Longwood Medical Area program, for example, involved the City, the BRA, the MDC, MASCO, and each of the hospitals and schools in the area.

We would maintain contact with various interested parties, as appropriate, throughout the life of the program.

In our design approach, we would be very conscious of the need to help create and reinforce an image for the Harborwalk. We feel that we are very experienced at developing graphic themes and coherent systems which create a sense of place, and which help to make sites special. The Longwood Medical Area, the Huntington Avenue district, the Marine Industrial Park, Audubon Society sanctuaries, and the Aga Khan Hospital in Pakistan are among the many different places which have a strong sense of place thanks, at least in part, to our signs and other orientation devices.

Our effort will be divided into three phases:

Phase I: Evaluation and Design Development

Phase II: Contract Documents

Phase III: Production Supervision

We would carefully examine each of the Harborwalk sites and its needs, meet with appropriate planners and others involved in the creation of the Harborwalk, review relevant similar programs and would then rely heavily on our experience and sensitivities to structure an effective system, and to develop the graphic concepts required to express it. We would present our structure and design concepts and, following approval, would begin filling in

the details, creating the actual program for the system, with locations and content. The program would include signs, kiosks, banners and any and all media that would help to enhance the excitement and interest of the Harborwalk in ways that would be appropriate to the city and the environments through which the walk will pass. It will create a coherent tour of the several parts of the walk.

Ultimately, we would expect to follow through to working drawings and preparation of contract documents. We will assist the Client in the bidding process and the selection of vendors. We will be available to supervise the production and installation of all signing.

We will complete the design and siting task within six months of the initiation of the contract. The approvals process, revisions and production supervision will require additional time which will be carefully coordinated with the BRA.

We will prepare a detailed proposal including approach, performance schedule and cost schedule upon receipt of the RFP.

Delivering What We Promise

We are very confident that we can expeditiously complete the tasks involved in both of these projects. We have seasoned staffs and we know and understand the problems that can arise. We have dealt with many very large and complex problems and have a consistent record of success, even in environments as difficult as rural Pakistan or Boston City Hall.

Our record over the years has proven our ability to deliver a quality product within the specified time frame.

Working With Public Agencies

As indicated throughout this statement of qualifications, the principals and others involved in the proposed project teams have had a great deal of experience with public agencies in the Boston area, including the BRA. (In fact, our experience with the BRA began with the project to develop a proposal for a 1975 Bicentennial World's Fair for Boston's harbor islands.), the MDC, MBTA, and EDIC/Boston. We have also worked with many federal agencies, including the Departments of State, Justice, and Housing and Urban Development.

Our relationships with public agencies have been very successful and mutually beneficial. The best way to confirm this is to speak with the agencies for whom we have worked. Again, we strongly recommend speaking with our past and current clients.

Affirmative Action Statement

Jon Roll & Associates is an equal opportunity employer. We have conformed to all City of Boston and Commonwealth of Massachusetts Affirmative Action Program requirements in all past and current projects.

Sid Herman & Associates is an equal opportunity employer. We have conformed to all City of Boston and Commonwealth of Massachusetts Affirmative Action Program requirements in all past and current projects.

REFERENCES

Massachusetts Audubon Society

Client: Massachusetts Audubon Society
Mr. Bill Giezentanner 259-9500

Beth Israel Hospital, Boston

Client: Beth Israel Hospital
Dr. M. T. Rabkin, President 735-2222
Mr. Tony Lloyd, V.P. Public Affairs 735-4431

Architect: Rothman, Rothman, Heineman, Inc.
Martha Rothman, President 451-6990

Longwood Medical Area

Client: Medical Area Service Corporation
Mr. Richard Shea, Project Manager 732-2775

U. S. Air Force

Client: U. S. Air Force, Bolling Air Force Base
Mr. James Enloe,
Director, Architectural Services (202) 737-4215

Aga Khan Hospital and Medical College

Client: Mr. Shamsh Kassim-Lakha, Director
P.O. Box 3500, Stadium Road
Karachi 5, Pakistan

Architect: Payette Associates
Mr. Tom Payette, Principal 423-0070
Mr. Mozhan Khadem, Associate

New York Marriott Marquis Hotel

Client: Marriott Corporation
Mr. Robert Withers, Project Director (301) 897-7073

Architect: John Portman and Associates
Mr. Bob Jones, Project Architect (404) 522-8811

Cambridge Center

Client: Cambridge Redevelopment Authority
Mr. Joseph Tulimieri, Executive Director 492-6800

Architect: Moshie Safdie and Associates
Jim Herold, Project Architect 629-2100

National Gallery of Art

Client: National Galley of Art
Mr. David Scott, Planning Director (202) 842-6171

Architect: I.M. Pei and Partners
Mr. Leonard Jacobson, Partner (212) 751-3122

Children's Hospital

Client: Children's Hospital, Boston
Mr. David Peck, Coordinator 735-7150

Architect: Shepley, Bulfinch, Richardson and Abbott
Mr. Richard Potter, Principal 423-1700
Ms. Elizabeth Ericson, Associate

Harvard Medical School

Client: Harvard Medical School
Mr. George Major, Dir. of Central Services 732-0997
Mr. Norman Neiderman, Associate Dean 732-0893

Marine Industrial Park

Client: EDIC/Boston
Ms. Marilyn Swartz Lloyd, Director 725-3342

Charlestown Navy Yard

Client: The Congress Group
Mr. Richard Graf 482-0475

Huntington Avenue Cultural District

Client: Harvard Public Space Partnerships
Ms. Bonnie Shershow 495-1345

Architect: Boston Redevelopment Authority
Ms. Patrice Todisco, Project Coordinator 722-4300

Hilton International

Client: Vista International Hotels (212) 973-2200
Vladimir Sanda, Director Architecture
and Interior Design
Ken Sailor, Architect

Hynes Convention Center

Client: Massachusetts Convention Center Authority
Mr. Gene Sullivan 723-0500

Architect: Kallmann, McKinnell and Wood 267-0808
Michael McKinnell, Principal
Kathy McKenzie

125 High Street

Client: Spaulding and Slye 523-8000
Ms. Maura Connelly, Assistant V.P.

Architect: Jung/Brannen Associates
Mr. Norman Adams, Project Architect 482-2299

Metropolitan District Commission

Client: Metropolitan District Commission
William Geary, Commissioner 727-5114

New England Deaconess Hospital

Client: New England Deaconess Hospital
Alison Sneider, Director, Public Affairs 732-8046

Architect, Engineer,
and Related Services
Questionnaire

1. Firm name / business address:

Sid Herman & Associates

Jon Roll & Associates
222 Third Street
Cambridge, MA 02142

Established:

1988

1/3/89

4 Specify type of ownership and check below, if applicable

Joint Venture

A Small Business ☒

B Small Disadvantaged Business

C Woman-owned Business

1a. Submittal is for ☐ Parent Company ☐ Branch or Subsidiary Office

5 Name of Parent Company, if any:

5a. Former Parent Company Name(s), if any, and Year(s) Established:

6. Names of not more than Two Principals to Contact. Title / Telephone

- 1) Jon T. Roll, Principal (617) 868-5430
2) Sid Herman, Principal (617) 876-6464

7. Present Offices: City / State / Telephone / No. Personnel Each Office

- 1) Cambridge, Massachusetts (617) 868-5430 8
2) Cambridge, Massachusetts (617) 876-6464 6

7a. Total Personnel

8 Personnel by Discipline: (List each person only once, by primary function)

2 Administrative	Electrical Engineers	Oceanographers	10 Graphic Designers
Architects	Estimators	Planners: Urban/Regional	1 Industrial Designer
Chemical Engineers	Geologists	Sanitary Engineers	1 Management Consultant/ Writer
Civil Engineers	Hydrologists	Soils Engineers	
Construction Inspectors	Interior Designers	Specification Writers	
Driftsmen	Landscape Architects	Structural Engineers	
Ecologists	Mechanical Engineers	Surveyors	
Economists	Mining Engineers	Transportation Engineers	

9. Summary of Professional Services Fees

Received: (Insert index number)

Last 5 Years (most recent year first)

	1988	1987	1986	1985	1984
Direct Federal contract work, including overseas	2	2	1	1	2
All other domestic work	5	4	4	3	3
All other foreign work*	2	1	1	2	1

*Firms interested in foreign work, but without such experience, check here: 11

Ranges of Professional Services Fees

Index

- 1 Less than \$100,000
2 \$100,000 to \$250,000
3 \$250,000 to \$500,000
4 \$500,000 to \$1 million
5 \$1 million to \$2 million
6 \$2 million to \$5 million
7 \$5 million to \$10 million
8 \$10 million or greater

Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects
1)			11)			21)			21)	
2)			12)			22)			22)	
3)			13)			23)			23)	
4)			14)			24)			24)	
5)			15)			25)			25)	
6)			16)			26)			26)	
7)			17)			27)			27)	
8)			18)			28)			28)	
9)			19)			29)			29)	
10)			20)			30)			30)	

11. Project Examples, Last 5 Years

Profile Code	"P", "C", "JV", or "IE"	Project Name and Location	Owner Name and Address	Cost of Work (in thousands)	Completion Date (Actual or Estimated)
041	P	1 Hynes Convention Center Boston, MA	Massachusetts Convention Authority Boston, MA	3,000	1988
041	JV	2 Metropolitan District Commission Graphic Standards Manual Boston, MA	Metropolitan District Commission Boston, MA	1,500	1987
041	JV	3 Longwood Medical Area Boston, MA	Medical Area Service Corp. Boston, MA	200	1983
041	P	4 Cambridge Center Cambridge, MA	Cambridge Redevelopment Authority Cambridge, MA	100	1985
041	P	5 Huntington Avenue Cultural Area Boston, MA	Harvard University Public Space Partnership Boston Redevelopment Authority Boston, MA	100	1988
041	P	6 NY Marriott Marquis Hotel New York, NY	JOHN PORTMAN Associates Atlanta, GA	500	1985
041	P	7 Aga Khan Hospital Karachi, Pakistan	Aga Khan Hospital Karachi, Pakistan	500	1985

	P	8	Beth Israel Hospital Boston, MA	Beth Israel Hospital Boston, MA	200	1985
	P	9	Dewey Square Office Tower Boston, MA	Jung/Brannen Associates Boston, MA	100	1985
	P	10	Brigham & Women's Hospital Sign Program Boston, MA	Brigham & Women's Hospital Boston, MA	100	1990
	P	11	Dartmouth-Hitchcock Medical Center Identity and Sign Programs	Dartmouth College Hanover, NH	500	1991
	P	12	Harvard Medical School Sign Program	Harvard University Cambridge, MA	150	1989
	P	13	The Boott Mills Identity and Sign Programs Lowell, MA	Congress Group Properties Boston, MA	100	1990
	P	14	Marine Industrial Park Sign Program	Economic Development and Industrial Corporation, Boston Boston, MA	100	1987
041	JV	15	Massachusetts Audubon Society Sign Program	Massachusetts Audubon Society Lincoln, MA	150	1986
	P	16	Children's Hospital Sign Program Boston, MA	Shepley, Bulfinch, Richardson and Abbott Boston, MA	300	1988
	P	17	125 High Street Sign Program Boston, MA	Jung/Brannen Associates Boston, MA	500	1989
	P	18	Charlestown Navy Yard Sign Program	The Congress Group Boston, MA	100	1989
	P	19	Babson College Sign Program Wellesley, MA	Arrow Street Architects Cambridge, MA	100	1988

1. Project Name / Location for which Firm is Filing:

Harborwalk - Phase I
Signage System
Boston Redevelopment Authority
Boston, Massachusetts

Daily Announcement
Date, if any:

Number, if any:
HPD3/02.RPT
112888/1

3. Firm (or Joint-Venture) Name & Address

Sid Herman & Associates

Jon Roll & Associates
222 Third Street
Cambridge, MA 02142

3a. Name, Title & Telephone Number of Principal to Contact

Jon T. Roll, Principal
(617) 868-5430

3b. Address of office to perform work, if different from item 3

4. Personnel by Discipline: (List each person only once, by primary function.)

<input checked="" type="checkbox"/> 2 Administrative	<input type="checkbox"/> Electrical Engineers	<input type="checkbox"/> Oceanographers	<input type="checkbox"/> 10 Graphic Designers
<input type="checkbox"/> Architects	<input type="checkbox"/> Estimators	<input type="checkbox"/> Planners: Urban/Regional	<input type="checkbox"/> 1 Industrial Designer
<input type="checkbox"/> Chemical Engineers	<input type="checkbox"/> Geologists	<input type="checkbox"/> Sanitary Engineers	<input type="checkbox"/> 1 Management Consultant
<input type="checkbox"/> Civil Engineers	<input type="checkbox"/> Hydrologists	<input type="checkbox"/> Soils Engineers	<input type="checkbox"/> Writer
<input type="checkbox"/> Construction Inspectors	<input type="checkbox"/> Interior Designers	<input type="checkbox"/> Specification Writers	
<input type="checkbox"/> Draftsmen	<input type="checkbox"/> Landscape Architects	<input type="checkbox"/> Structural Engineers	
<input type="checkbox"/> Ecologists	<input type="checkbox"/> Mechanical Engineers	<input type="checkbox"/> Surveyors	
<input type="checkbox"/> Economists	<input type="checkbox"/> Mining Engineers	<input type="checkbox"/> Transportation Engineers	<input checked="" type="checkbox"/> 14 Total Personnel

5. If submittal is by JOINT-VENTURE list participating firms and outline specific areas of responsibility (including administrative, technical and financial) for each firm: (Attach SF 254 for each if not on file with Procuring Office.)

Sid Herman & Associates
930 Massachusetts Avenue
Cambridge, MA 02139
Re: Attached Proposal

Jon Roll & Associates
222 Third Street
Cambridge, MA 02142

7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.

<p>a. Name & Title: Jon T. Roll, Principal</p>	<p>a. Name & Title: Sidney J. Herman, Principal</p>
<p>b. Project Assignment: Project Manager (Sign Program)</p>	<p>b. Project Assignment: Project Manager (Brochure)</p>
<p>c. Name of Firm with which associated: Jon Roll & Associates</p>	<p>c. Name of Firm with which associated: Sid Herman & Associates</p>
<p>d. Years experience: With This Firm <u>1</u> With Other Firms <u>14</u></p>	<p>d. Years experience: With This Firm <u>1</u> With Other Firms <u>24</u></p>
<p>e. Education: Degree(s) / Year / Specialization B.A. in Liberal Arts; Dartmouth College 1967 M.S. in Design; Pratt Institute 1973</p>	<p>e. Education: Degree(s) / Year / Specialization MFA 61, Design, Yale University BFA 58, Graphics, Rhode Island School of Design</p>
<p>f. Active Registration: Year First Registered/Discipline NA</p>	<p>f. Active Registration: Year First Registered/Discipline NA</p>
<p>g. Other Experience and Qualifications relevant to the proposed project: Prior to starting his own firm, Mr. Roll was partner in charge of architectural and environmental graphics at Herman and Lees Associates. He was designer for the Air Force Sign Standards Manual, The National Gallery of Art Visitor Information Program, The Longwood Medical Area Sign System and Signage and Graphic Standards for the Massachusetts Audubon Society. He is currently principal-in-charge of the Cambridge Center, Harvard Medical School, Hynes Convention Center and Metropolitan District Commission sign programs.</p>	<p>g. Other Experience and Qualifications relevant to the proposed project: Mr. Herman is principal in charge of design for marketing communications projects. His work in the public and private sectors has included a broad mix of informational, collateral, promotional and financial materials for the Boston Public Schools, Harvard University, the Mass. State College System, the Metropolitan District Commission and the Massachusetts Audubon Society. He is currently involved in the development of a comprehensive, public parking guide to Boston which will serve as an informational piece for the City's visitors.</p>

7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.

<p>a. Name & Title: Karen Lewis, Senior Associate</p>	<p>a. Name & Title: G. Steven Martin, Associate</p>
<p>b. Project Assignment: Project Designer</p>	<p>b. Project Assignment: Project Designer</p>
<p>c. Name of Firm with which associated: Jon Roll & Associates</p>	<p>c. Name of Firm with which associated: Jon Roll & Associates</p>
<p>d. Years experience: With This Firm <u>1</u> With Other Firms <u>14</u></p>	<p>d. Years experience: With This Firm <u>1</u> With Other Firms <u>7</u></p>
<p>e. Education: Degree(s) / Year / Specialization BFA, Printmaking & Design, Mass. College of Art, 1976</p>	<p>e. Education: Degree(s) / Years / Specialization BFA, Graphic Design, Rhode Island School of Design 1 MFA, Graphic Design, West Virginia University, 1980</p>
<p>f. Active Registration: Year First Registered/Discipline N.A.</p>	<p>f. Active Registration: Year First Registered/Discipline N.A.</p>
<p>g. Other Experience and Qualifications relevant to the proposed project: Karen Lewis has worked as a Senior Designer with Cambridge Seven Associates in Cambridge and Chermayeff & Geismar Associates in New York and as an independent design consultant, prior to joining Jon Roll & Associates. She was designer for Charles Square and the Charles Hotel identity and signage program, identity for the Federal Reserve Bank of Boston, sign program for theatres of General Cinema Corporation. Other projects include work for Bard College, Cooper Hewitt Museum and Mobil Oil Corporation. She is currently project manager for 125 High Street sign program, Dartmouth-Hitchcock Medical Center graphics and signs, and Brigham & Women's Hospital sign program.</p>	<p>g. Other Experience and Qualifications relevant to the proposed project: Steven Martin has worked as a graphic designer with the Architects Collaborative, Earl Flansburgh & Associates, The Stubbins Associates, Malcolm Grear Designers, and The North Carolina Museum of Art. His project experience includes architectural signing programs for clients such as John Hancock Mutual Life Insurance Co., Elliot Bank, Bristol Myers Pharmaceutical, Cabot, Cabot & Forbes Development and The DeCordova Museum. As associate and project manager with Jon Roll & Associates, he is responsible for graphics for Malden Hospital, Deaconess Hospital and the Boott Mills development in Lowell, MA.</p>

a. Project Name & Location	b. Nature of Firm's Responsibility	c. Owner's Name & Address	d. Completion Date (actual or estimated)	e. Estimated Cost (in thousands)	
				Entire Project	Work for which Firm was/is responsible
(1) Hynes Convention Ctr. Boston, MA	Complete Design Services	Massachusetts Convention Authority Boston, MA	1988	3,000	200
(2) D.O.T. Symbol/Signs New York, NY.	Complete Design Services	Am. Institute of Graphic Arts 1059 3rd Ave, NY, NY	1977	150	50
(3) Metropolitan District Commission Boston, MA	Complete Design Service	Metropolitan District Commission Boston, MA	1987	1,500	1,500
(4) Longwood Medical Area Boston, MA	Complete Design Services	Medical Area Service Corp. Boston, MA	1983	200	200
(5) NY Marriott Marquis New York, NY.	Complete Design Services	John Portman Associates 225 Peachtree St., NE Atlanta, GA.	1985	500	500
(6) City of Norfolk, VA Norfolk, VA	Complete Design Services	City of Norfolk Norfolk, VA 23501	1987	500	500
(7) Cambridge Center Cambridge, MA	Complete Design Services	Cambridge Redevelopment Authority Cambridge, MA	1982	100	100
(8) U.S. Air Force Washington, DC	Complete Design Services	U.S. Air Force Bolling AFB, Washington	1981	500	500
(9) Beth Israel Hospital Boston, MA	Complete Design Services	Beth Israel Hospital Boston, MA	1985	200	200
(10) Dewey Square Office Tower Boston, MA	Complete Design Services	Jung/Brannen Associates Boston, MA	1985	100	100

10. Use this space to provide any additional information or description of resources (including any computer design capabilities) supporting your firm's qualifications for the proposed project.

Jon Roll & Associates is a new company made up of people with a great deal of experience in architectural graphics, computer graphics applications, and marketing communications.

We develop and implement conventional and computerized architectural graphic systems for buildings, developments, resorts, public parks, convention centers, office and industrial parks, hospitals and other important architectural projects.

Our senior staff members have worked together for many years, on projects which have included sign and public information programs for the National Gallery of Art in Washington, Hilton International Hotels, The New York Marriott Marquis Hotel, The Harvard Medical School, Aga Khan Medical College and Hospital in Pakistan, Boston's Longwood Medical Area, The Massachusetts Audubon Society, The American College of Greece, and the Hynes Convention Center.

We have prepared new sign standards and a Graphic Standards Manual for MDC parkways, recreational areas, reservations and historic buildings. The program included historically-based graphics for the 100 year old Metropolitan Park System designed by Charles Eliot in partnership with Frederick Law Olmsted. The MDC's 550 miles of roadway, reservations and 150 public recreational facilities are covered by this program.

We have also designed a new graphic identity, standards for publications, signing and field dress for the Massachusetts Audubon Society -- the nation's oldest conservation organization. The work included the design of interpretive guides and maps for the Society's wildlife sanctuaries and educational publications for its outreach programs. The sign standards have been implemented in the Society's headquarters and 25 wildlife sanctuaries throughout Massachusetts.

We have also designed signing and graphics for Building 149 at the Charlestown Navy Yard (an office building development), Marine Industrial Park and the Huntington Avenue Cultural Area.

11. The foregoing is a statement of facts.

Signature:

Jon T. Roll

Typed Name and Title:

Jon T. Roll, Principal

Date:

1/4/89

APPENDIX

OVERVIEW AND PROJECT EXPERIENCE

John Roll & Associates

222 Third Street
Cambridge, MA 02142
(617) 868-5430

January 1989

INTRODUCTION

Jon Roll & Associates is a new company made up of people with a great deal of experience in architectural graphics, computer graphics applications, and marketing communications.

We develop and implement conventional and computerized architectural graphic systems for buildings, developments, resorts, convention centers, office and industrial parks, hospitals and other important architectural projects.

We also create marketing communications programs and pieces -- communications that help sell companies, institutions, products, services, buildings, and developments. We plan, design, write, and produce.

Our senior staff members have worked together for many years, on projects which have included sign and public information programs for the the National Gallery of Art in Washington, Hilton International Hotels, The New York Marriott Marquis Hotel, The Costa Smeralda Resort in Sardinia, The Harvard Medical School, Aga Khan Medical College and Hospital in Pakistan, Boston's Longwood Medical Area, The Polaroid Corporation, The Massachusetts Audubon Society, The American College of Greece, and the Hynes Convention Center.

Staff experience also includes corporate and marketing communications for companies like Corning Glass, DEC, Computervision, Arthur D. Little, Inc., Boston Properties, GTE and IBM.

Solving Problems In Context

We have worked on projects of enormous range -- from an Islamic hospital in Pakistan to a Broadway theater in New York City; from America's national museum of art to an historic Navy Yard; from a major convention center to a small college in Greece.

Our design solutions reflect this diversity, from precisely incised roman lettering on the portals of the Harvard Medical School to the latest in high resolution computer-driven CRT displays in the Hynes Convention Center in Boston.

Each provides the correct measure of information while remaining appropriate to the character of the environment — discreet in a museum, playful in a family restaurant. Our solutions are intelligent and appropriate, in tune with collective memories while creating a feeling of something new and distinctive.

Some Examples

In Boston's Children's Hospital, where pain is shared by children and their parents, we drew on the motifs of childhood and rendered them in adult styles, closely integrating graphics and interior finishes to help create a feeling that was lively and new, and yet comfortingly familiar.

For the United States Air force, we created a highly disciplined graphic system to reflect the order of the military. Within it, we made a special place for the many family and community activities that take place on Air Force bases around the world. And we designed the system so that it could be implemented by people who enlisted in the Air Force without any notable skills.

People who visit Audubon Society wildlife sanctuaries aren't interested in seeing signs when they walk the nature trails. In our program for the Massachusetts Audubon Society (which included identity and publications) we designed small color-coded wood markers for the trails, coordinated with very simple trail maps. The markers didn't intrude into the environment, so that users could enjoy nature and still know where they were going.

125 High Street in Boston is a single 1.6 million square foot complex. It's also a number of separate buildings, designed to evoke images of a city block that has evolved over a period of 80 years, rich with diversity. We created an umbrella identity for the entire development, and separate, but related, identities of each building. All the identities, and the signs and other graphics evoke prior eras, yet they work very well in a contemporary context.

The Charlestown Navy Yard is a great historical site which is being redeveloped for modern mixed-use applications. In our work on the site, we borrowed from its history and designed robust architectural graphics, sandblasted in granite and carried through the interior spaces. The graphics create an image which is appropriate to the vitality of the historic Navy Yard and its present and future tenants.

What You Can Expect From Us

We like what we do and we respect our clients.

We know our business well. We're good at seeing problems in context and solving them. We have the motivation to work hard, and the courage to admit to having fun in the process.

We listen, we understand, and we do our best.

EXPERIENCE

While Jon Roll & Associates is a relatively new firm, its senior members have worked together for many years. Members of the firm have had total responsibility or played very significant creative and management roles in all of the projects described in this section.

Architectural Graphics

125 High Street

Client: Travelers Insurance Company

Architect: Jung/Brannen Associates

Assignment: a comprehensive signing and graphics program, including construction signage and marketing materials.

Site: a 1.6 million square foot mixed-use development in Boston's Financial District. It includes twin 30-story office/retail buildings on the western side of the site, and a 21-story office/retail building at the northeastern corner. It also includes a proposed new City of Boston Fire Station, an ambulance facility, and a large publicly-accessible landscaped atrium which will be adjacent to retail space. A parking garage will be built on five subsurface levels.

Hynes Convention Center

Client: Massachusetts Convention Authority

Architect: Kallman, McKinnell and Wood

Assignment: Concept and design of all signing and graphics, including a complex computer graphics system which employs large scale electronic directories at the principal entrances to the facility, electronic directional signing at the key decision points and TV monitors at the entrances to meeting rooms.

Site: The new 360,000 square foot Hynes Convention Center in Boston.

Babson College

Client: Babson College, Wellesley, Massachusetts

Architect: Arrowstreet Inc., Cambridge, Massachusetts

Assignment: development of a comprehensive signing program, including special structures for temporary messages and special events, and the design of bird's-eye view art emphasizing the campus landscaping for college publications and campus map kiosks.

Site: the suburban 400 acre campus of Babson College.

Bentley College

Client: Bentley College, Waltham, Massachusetts

Architect: John G. Danielson, Inc.

Assignment: design of entrance identification, building identification, directional and parking area signs to help in visitor orientation and to improve the visual appearance of the campus. The principal identification signs were executed in hand carved, gold leafed, slate panels.

Site: the suburban 250 acre Bentley College Campus.

Brigham and Women's Hospital

Client: Brigham and Women's Hospital, Boston, Massachusetts

Architect: Tsoi/Kobus Associates, Cambridge, Massachusetts

Assignment: development and implementation of a comprehensive sign program intended to orient visitors throughout the hospital and to facilitate traffic flows through a sometimes obscure central spine and three separate lobbies.

Site: a 1.9 million square foot facility made up of old and new structures stretching the size of a city block, with multiple entrances and complex interiors.

Hilton International

Client: Hilton International, New York

Assignment: development of graphics for all administrative, front office and guest room materials, as well as graphic identities for hotel facilities such as the entertainment lounges, restaurants and health clubs.

Site: The Vista International Hotel, a new 650-room luxury hotel and shopping complex in Pittsburgh, Pennsylvania. The program will be extended to new Vista projects in the future.

Harvard Medical School

Client: Harvard Medical School, Boston

Architects: Tsoi/Kobus Associates,
Ellenzweig Associates,
Crissman and Solomon, Inc.

Assignment: Development of signing program to reflect the character of individual buildings while projecting a consistent identity for the Harvard Medical School and facilitating on-campus orientation. Traditional stone carving, wood carving and other craftsmanship played important roles in the implementation of this program.

Site: The Harvard Medical School campus in Boston, including the new Genetics Research Building and Vanderbilt Hall, the student residence facility.

Huntington Avenue Cultural Area

Client: Harvard University Public Space Partnership,
Boston Redevelopment Authority

Assignment: Development of signs and other environmental graphics to create a distinct, coherent image along a major Boston avenue running through several very different neighborhoods, and to call attention to its cultural assets. The program will be coordinated with street and landscape improvements along the avenue.

Site: Huntington Avenue, Boston, from Copley Square to Brigham Circle, including Symphony Hall, Boston University Theater, New England Conservatory of Music, Northeastern University, The Museum of Fine Arts, The Isabella Stewart Gardner Museum, Harvard Medical School, and many others.

The Boott Mills

Client: Congress Group Properties

Architect: Huygens and DiMella, Inc.

Assignment: Development of the graphic identity, marketing materials and signing system for the historic textile mills in Lowell, Massachusetts. The project includes seven buildings for office and research and development tenants as well as the Tsongas Industrial History Center and National Park Service facilities. The complex also includes a river front promenade, canal walkways, a trolley stop and parking facilities.

Site: 700,000 square foot historic mill complex in Lowell, Massachusetts.

Marine Industrial Park

Client: Economic Development and Industrial Corporation, Boston

Assignment: Development of a comprehensive sign program for Marine Industrial Park and all other industrial and business parks developed by EDIC/Boston. Program goals were to establish a consistent identity for the EDIC, to provide orientation information, and to help make the sites more attractive to potential tenants.

Site: Boston's largest waterfront development site, the 225-acre Marine Industrial Park.

149 at the Navy Yard

Client: The Congress Group

Architect: Huygens and DiMella, Inc.

Assignment: Development of signing and graphics for a significant office building in the redeveloped Charlestown Navy Yard. The program, involving both exterior and interior graphics, identifies the building and parking facility in a strong and distinctive manner while relating to the character and historical context of the Navy Yard site. Large-scale carved granite panels are used at the exterior entrances as well as the interior elevator cores to reinforce the historical Navy Yard association.

Site: Building 149, a 600,000 square foot office and retail development in the Charlestown Navy Yard, Boston

One Financial Center

Client: Rose Associates, Boston, Massachusetts

Architect: Jung/Brannen Associates

Assignment: Development of signs and other graphics for a 1.5 million square foot office building. The program includes restaurants, theaters, shops and parking facilities.

Site: One Financial Center, Dewey Square, Boston.

American College of Greece

Client: American College of Greece, Athens

Assignment: Development of comprehensive signing system for campus designed by Constantine Doxiades. Program included bilingual signing, design of a new identity and a plan for implementation and maintenance.

Site: The 100-acre campus of the College in Athens, Greece.

Metropolitan District Commission

Client: Metropolitan District Commission, Boston, Massachusetts.

Assignment: Preparation of new sign standards and a Graphics Standards Manual for MDC parkways, recreational areas, reservations and historic buildings. The program included historically-based graphics for the 100-year old Metropolitan Park System designed by Charles Eliot in partnership with Frederick Law Olmsted.

Site: The MDC's 550 miles of roadway and 150 public facilities.

Polaroid Corporation

Client: Polaroid Corporation, Cambridge

Assignment: A comprehensive graphics standards manual for Polaroid Corporation's facilities worldwide. Included are standards for all exterior, interior and industrial safety signs.

Site: Polaroid facilities around the world.

Children's Hospital

Client: Children's Hospital, Boston

Architect: Shepley, Bulfinch, Richardson and Abbott, Architects

Assignment: A comprehensive signing and graphics program for the Children's Hospital of Boston's New Patient Care Facility and the preparation of a master signing plan for the entire Children's Hospital campus. The program's goals were not only to provide information to visitors and patients, but also -- through the close integration of graphics and interior finishes -- to help provide a sense of place which would help create a feeling of a familiar, caring environment.

Site: The 400-bed hospital in the Longwood Medical Area, Boston.

New York Marriott Marquis Hotel

Client: Marriott Hotel Corporation

Architect: John Portman and Associates, Atlanta

Assignment: The design and implementation of all graphics for the hotel, which is the centerpiece of the urban revitalization of the New York theater district. The work included signing for the hotel, signs and other graphics for the Marquis Broadway theater, special graphics for nine restaurants, and guidelines for the hotel's retail shops and facilities.

Site: A 1,876 room hotel in Times Square, New York City.

Costa Smeralda Resort

Client: His Highness The Aga Khan

Assignment: The development and implementation of a all exterior signing for the resort (including highway signs), and the design of a comprehensive graphics system and individual corporate identities for businesses associated with the resort. Businesses ranged from a ceramics factory and industrial laundry to a chain of hotels and an airline.

Site: The Costa Smeralda, Sardinia, Italy (resort area about the same size as Bermuda).

The Aga Khan Hospital and Medical College

Client: The Aga Khan Hospital, Karachi, Pakistan

Architect: Payette Associates, Boston

Assignment: Development of a bilingual signing program (English and Urdu) and a color coding system to key out the separate wings of the hospital. Graphics and signing were designed for the hospital's filter clinic, private patient wing and School of Nursing. The was geared to provide information and orientation, to control traffic flow, and to express the institution's modern strengths and Islamic traditions. The work included design and on-site installation supervision.

Site: A 725-bed teaching hospital and related facilities in Karachi, Pakistan

The Massachusetts Audubon Society

Client: Massachusetts Audubon Society, Lincoln, Massachusetts

Assignment: A new graphic identity, standards for publications, signing and field dress for the Massachusetts Audubon Society -- the national's oldest conservation organization. The work included the design of interpretive guides and maps for the the Society's wildlife sanctuaries and educational publications for its outreach programs.

Site: The Society's headquarters and 25 wildlife sanctuaries throughout Massachusetts.

Longwood Medical Area

Client: Medical Area Service Corporation (MASCO), Boston

Assignment: A comprehensive system of street signing and visitor information media for the area which contains the Harvard Medical School, Brigham and Women's Hospital, Beth Israel Hospital, Children's Hospital, New England Deaconess Hospital and ten other affiliated institutions. The purpose of the program was to establish an overall identity for the area and call attention to its special character , to help orient and inform its many visitors, and to help alleviate the severe traffic and circulation problems.

Site: Approximately 30 square blocks of Boston.

National Gallery of Art

Client: National Gallery of Art

Architect: I.M. Pei

Assignment: Creation and implementation of comprehensive visitor information program, including directional and identification signs, posters, directories, displays, maps, guidebooks, restaurant graphics and other media for the entire National Gallery complex.

Site: The National Gallery of Art, Washington (East and West Buildings and underground concourse).

Beth Israel Hospital

Client: Beth Israel Hospital, Boston, Massachusetts

Architects: Rothman, Rothman, Heineman; Crissman and Solomon

Assignment: Development of signs and other architectural graphics as elements of a \$44 million construction and renovation program. Included detailed sign and architectural graphics standards for long term use throughout entire hospital campus. The system incorporated a carefully controlled color palette, and graphic patterns, typography, and other components closely coordinated with the interior design, to deinstitutionalize the environment, and provide added warmth. Special attention was devoted to the development of standards for donor plaques and other development graphics.

A separate, but related, program involved the development of graphic standards for all print communications and other graphics produced by and for the hospital and affiliated organizations.

Site: a 350-bed teaching hospital in Boston.

Cambridge Center

Client: Cambridge Redevelopment Authority, Cambridge, Massachusetts

Assignment: Graphic identity and publications; public sector improvement standards; public information signing and kiosks; graphics and signing for office buildings and garage; comprehensive guidelines for signing and displays for commercial tenants, guidelines on application and use of public art.

Site: 24-acre mixed use development in Kendall Square, Cambridge, Massachusetts.

United States Air Force

Client: U.S. Air Force, Washington, D.C.

Assignment: Development of designs for all military and civilian signs on all U.S. Air Force bases, including unit identification, directional and regulatory signs, pavement markings and other environmental graphics; preparation of standards manual (Air Force Regulation) describing system standards and implementation techniques in detail.

Site: 150 U.S. Air Force facilities throughout the world.

Dartmouth/Hitchcock Medical Center

Client: Dartmouth College, Hanover, NH

Architect: Shepley, Bullfinch, Richardson, and Abbott

Assignment: Graphic identity and complete signing and graphics program for a major teaching facility combining the Mary Hitchcock Memorial Hospital, Hitchcock Clinic and Dartmouth Medical School. The project features a central mall running through the facility which links all major public facilities.

Site: a 2,000,000 square foot 400-bed medical center on a 100 acre site in Lebanon, New Hampshire.

Littleton Corporate Common

Client: Guillespie and Co.

Architect: Tsoi/Kobus Associates, Cambridge

Assignment: Identity, marketing and promotional materials, and signing.

Site: 100-acre development site adjacent to Route 495 in Littleton, MA

Marketing Communications

In addition to the projects listed above, members of the firm have also conceived, designed, written and produced programs and pieces intended to help sell companies, institutions, products, services and governments. These are but a few examples.

Corning Glass Works

Assignment: a total employee communications for Corning facilities throughout the United States and overseas -- everything from house organs and benefits literature to in-plant bulletin boards.

Boston Properties

Assignment: corporate brochure and marketing materials for Cambridge Center.

New England Deaconess Hospital

Assignment: design and management standards for all print communications and other graphics prepared by and for the hospital and its related organizations.

U.S. Department of State

Assignment: development of a unified graphic communications system for all external and internal publications and other communications. Similar programs completed for the U.S. Department of Justice, and Housing and Urban Development.

Unitrode Corporation

Assignment: creation of advertisements, public relations releases and sales promotion materials.

Netherlands Organization For Applied Scientific Research

Assignment: development and implementation of technology transfer program between the Netherlands and North America.

GTE

Assignment: development of sales promotional materials for consumer and defense products.

International Factors Group

Assignment: development of corporate identity and advertising and marketing materials of 23-member consortium of international banks.

Arthur D. Little, Inc.

Assignment: marketing programs and materials for Food and Agribusiness Group, Engineering, and other company sections

Salem Hospital

Assignment: print and radio advertising, public relations and marketing programs to increase utilization of emergency services facilities

Digital Equipment Corporation

Assignment: development of software marketing literature.

Raytheon Company

Assignments: brochures and other materials to help market services of Raytheon Service Company; film scripts for Missile System Division; writing of corporate advertisements.

The fundamental objective of corporate communication is to help companies and institutions communicate effectively with shareholders, the financial community, employees and customers.

We design and produce annual and interim reports and other investor materials, facilities and capabilities brochures, recruitment and benefits brochures and corporate magazines.

As creative designers and writers our role is to help clients conceptualize the most effective and appropriate structure for each corporate communication, and to design and produce those communications with style and precision.

We are particularly sensitive to the pressures inherent in producing annual reports — and we know how to minimize them.

We interact closely with clients throughout conceptualization, design and production — from start to finish, we work in true partnership.

The results of many years of such partnerships have resulted in highly respected and effective corporate communications. We are proud of our long and successful relationship with a variety of significant companies and institutions.



B



Standex



Foxboro

COST
A

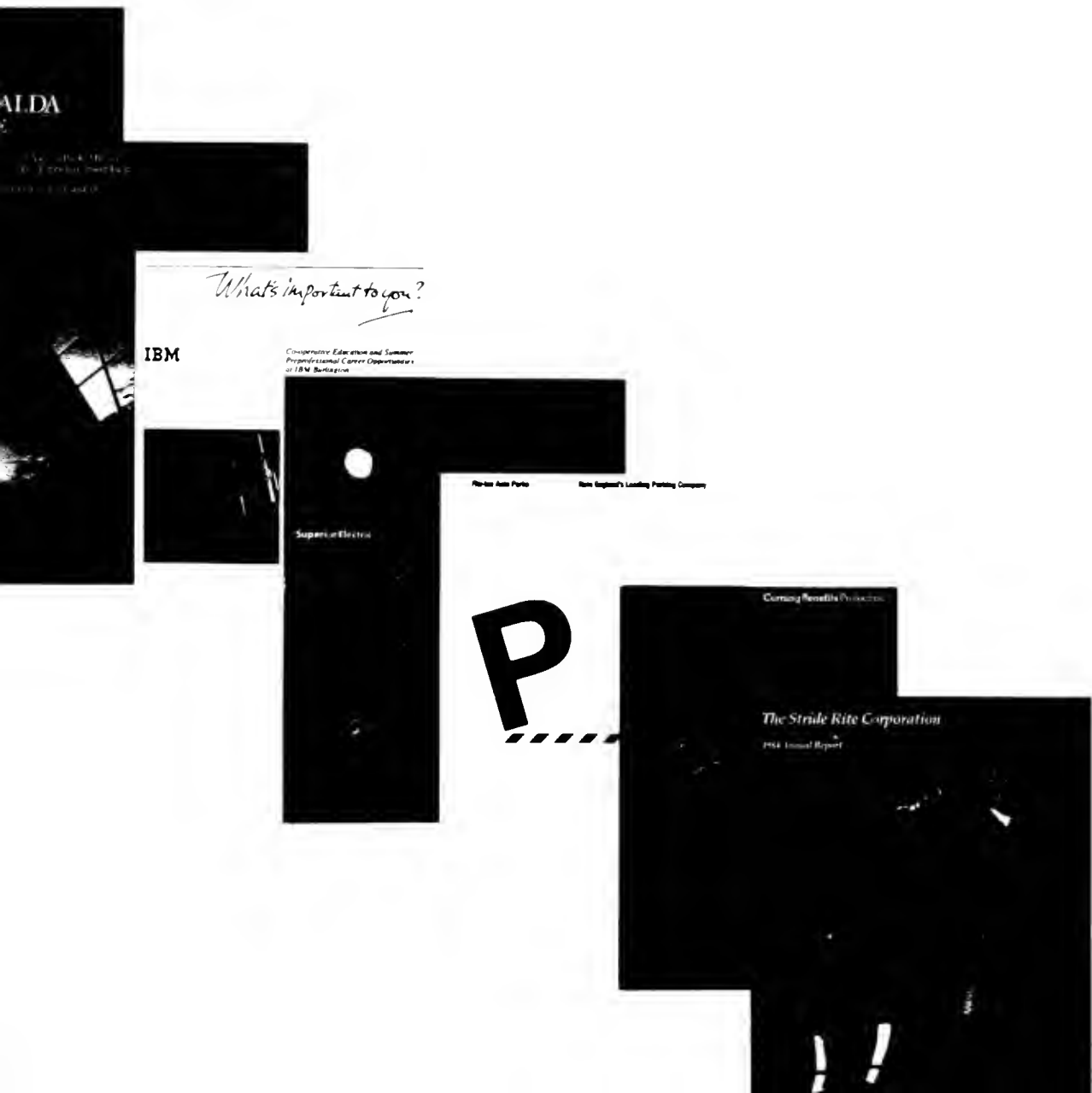


Our corporate communications clients include Fortune 500 corporations, banks, resorts, universities and schools, and high tech companies.

We provide a complete range of services — from conceptualization, writing and design, through photography, typesetting and printing — or we can work with the client's resources whenever necessary.

Shown here are a selection of recently designed annual reports and other corporate communications.

Textron, Inc.
Boston Public Schools
Standex International Co.
Foxboro Company
Cabot Corporation
Costa Smeralda
Bank of Boston
IBM
Superior Electric Co.
Fitz-Inn Auto Parks
Corning Glass Works
Stride Rite Corporation



Text, photography and layout should work together to create a specific visual character. In these spreads for the Morse Shoe Company Annual Report, shoes and the materials from which they are made are imaginatively photographed to evoke the fashion oriented marketing of Morse Shoe and its retail subsidiaries such as Fayva. The page typography is fresh and lively and it is accented by smaller photographs of newsworthy innovations in product presentation and merchandising activities in the stores.

Unitrode provides innovative solutions to the performance needs of users of electronic components and sub-systems. These spreads from the Annual Report juxtapose colorful photographs of product applications with statements by Unitrode's employees on quality control and customer relations.

[illegible]

1. *What is the purpose of the text?*
 2. *What is the main idea of the text?*
 3. *What is the author's attitude towards the topic?*
 4. *What is the author's purpose in writing the text?*
 5. *What is the author's main argument?*
 6. *What is the author's conclusion?*
 7. *What is the author's recommendation?*
 8. *What is the author's opinion on the topic?*
 9. *What is the author's view on the topic?*
 10. *What is the author's stance on the topic?*
 11. *What is the author's position on the topic?*
 12. *What is the author's perspective on the topic?*
 13. *What is the author's outlook on the topic?*
 14. *What is the author's attitude towards the topic?*
 15. *What is the author's opinion on the topic?*
 16. *What is the author's view on the topic?*
 17. *What is the author's stance on the topic?*
 18. *What is the author's position on the topic?*
 19. *What is the author's perspective on the topic?*
 20. *What is the author's outlook on the topic?*



Drawing a plastic poster is one of the easiest of marketing ideas with a budget-minimizing benefit.

TEXTRON

Annual Report 1985



Textron, Inc.

This cover for Textron, a major industrial conglomerate company features a powerful image that draws attention to an important recent acquisition, and at the same time symbolizes the quality and attention to detail that the company pursues in all of its products.

Arthur Andersen and Co.

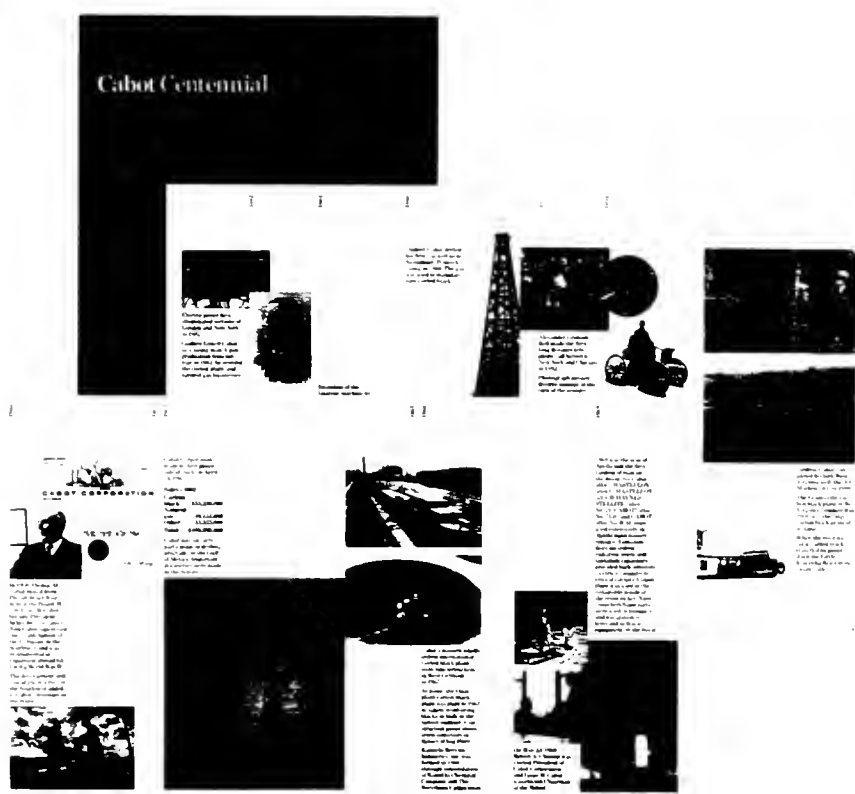
This facilities brochure for the Information Division of Arthur Andersen and Company explains the nature and growth of the modern computer and trends in information technology. It is written and designed for easy comprehension by busy executives who must keep abreast of modern computer phenomena.

The brochure was so popular that it was reprinted three times in its first year of publication.



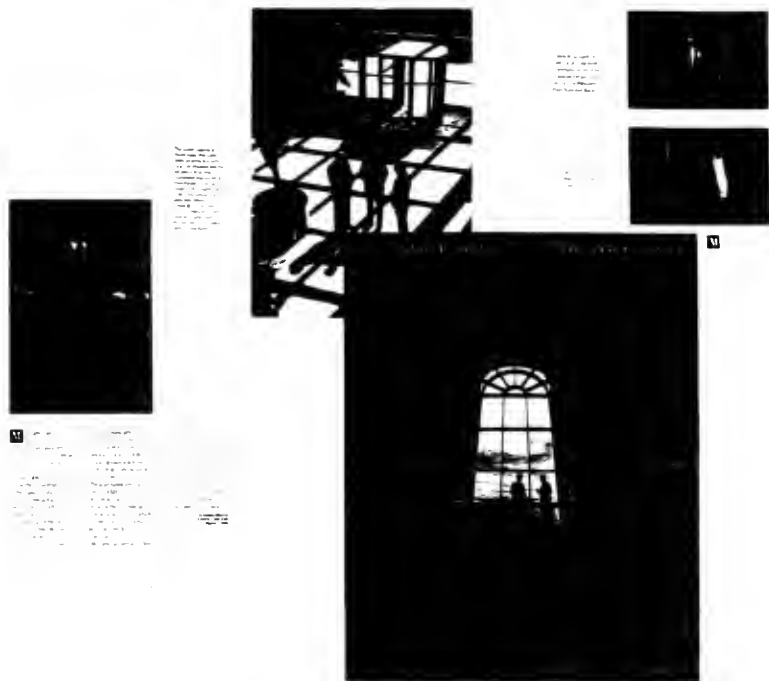
Cabot Corporation

This annual report celebrated the centennial of the Cabot Corporation. Corporate archives were culled and images from faded and scratched black and white photographs to patent engravings and contemporary photographs were selected. All of this was integrated into a time-line layout to mark this important occasion in the life of the corporation.



Fleet Financial Group

Fleet Financial Group is an aggressive banking organization based in Rhode Island. Its record of growth and achievement has brought wide recognition to its management. Fleet has always committed itself to expressing its excellence through its annual report and the high standard of information, design and production that the report represents.



Eastern Utilities Associates

Eastern Utilities Associates is a public utility holding company and the parent company of the EUA System. Its innovative annual report was a series of essays by employees — from line construction personnel to accountants; from computer programmers to customer services representatives.



The Foxboro Company

Well conceived graphic devices can help to explain the complexities and abstractions of modern technological processes, where conventional words and pictures fail.

The Foxboro Company takes great care to explain their activities in 'Artificial Intelligence' through such means, using dimension and color to symbolize complex processes.



The author is not a biologist and does not intend to explain the complex biological processes of the human brain. The author is not a biologist and does not intend to explain the complex biological processes of the human brain. The author is not a biologist and does not intend to explain the complex biological processes of the human brain.

Foxboro - 1986



Wheelabrator-Frye

In today's fast changing business world, the corporate magazine is often the only way to keep abreast of what is evolving and how things are working throughout a company.

Wheelabrator-Frye has always invested a great effort in this channel of communication to keep its employees, shareholders and other interested parties informed throughout the year.

St. Paul Stop For a Nostalgic Collection

LIFE

The last issue of LIFE magazine was published in December 1970. It was the last issue of the magazine to be published in the United States. It was the last issue of the magazine to be published in the United States.



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We create sign and information systems that effectively guide, inform and persuade with a minimum of intrusion, and which enrich the visual environment.

When sign systems are properly conceived and well designed they can genuinely serve the public good, make a positive contribution to the life and vitality of the streetscape and help to establish a sense of place.

We have had a great deal of experience in the design of sign and information systems on many different levels, ranging from a visitor information system for the National Gallery of Art to comprehensive signing standards for the U.S. Air Force — which are being implemented world-wide — to signing for historic buildings in Boston.

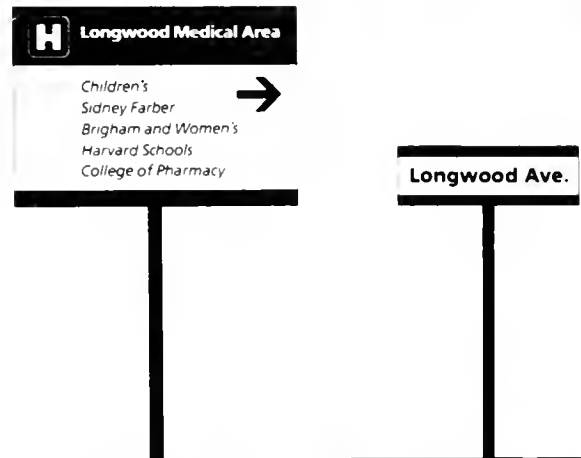
In the process of working on these projects, we have learned a great deal about the dynamics of the relationship between signs and the people and environments they serve. Here, as in other aspects of our work, we have learned that the solution must be appropriate to the need. The best design is that which communicates, and, at the same time, enriches the human experience.

Longwood Medical Area

The Longwood Medical Area is a heavily congested 175-acre site in Boston which includes 14 medical and educational institutions.

Herman and Lees developed a graphic identity and orientation graphics for the entire area.

To direct traffic to the site, trailblazer signs were developed, using the international "H" symbol. The bold blue and white theme was extended to vehicular directional signing, alerting visitors at the perimeter of the area and guiding them to specific institutions.



Cambridge Center

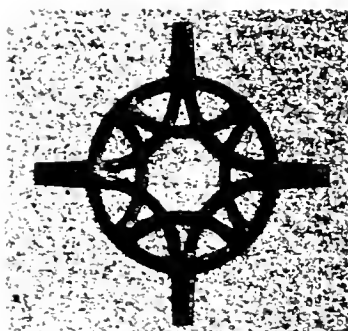
Herman and Lees created the graphic identity, signage and orientation graphics for the twenty-four acre Cambridge Center development near the Massachusetts Institute of Technology.

The symbol is based on two concentric C's scanned vertically to imply a high-tech image expressive of mathematically derived relationships and technical components. It has been applied to marketing materials and serves as the key identity element for all parts of the development.



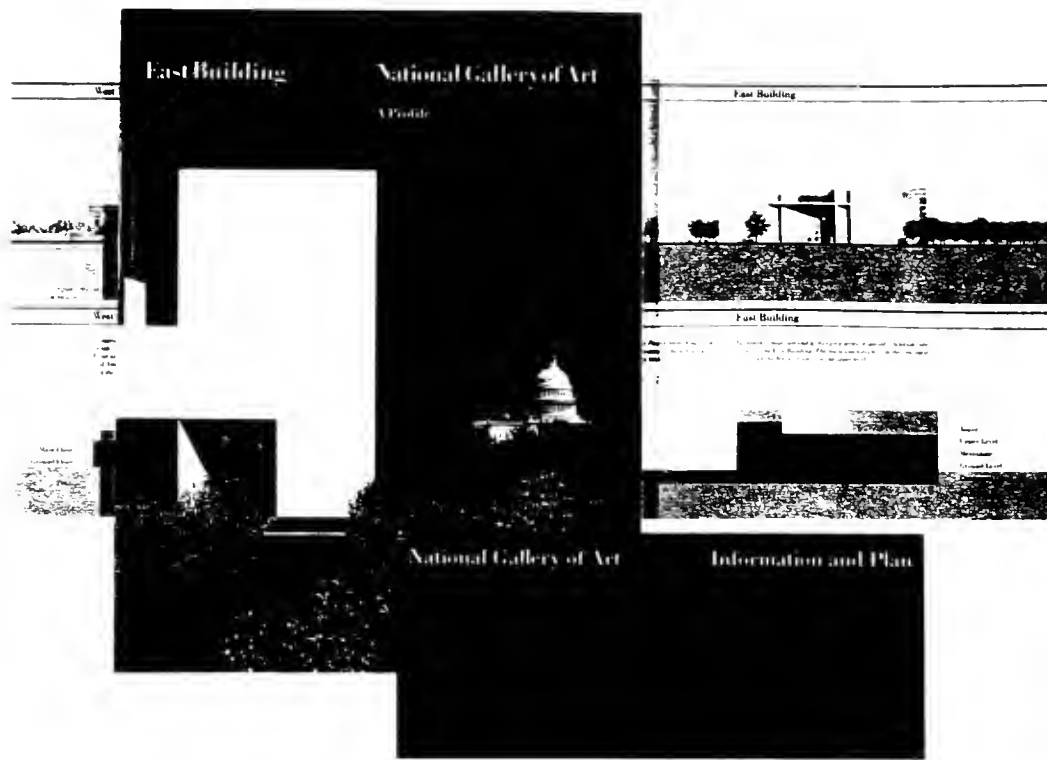
Costa Smeralda

In addition to designing corporate identity programs for hotels and other businesses of the Costa Smeralda in Sardinia, we also designed sign systems for vehicles and pedestrians, information centers, guidebooks, posters, map structures and other orientation elements. All were designed to fit in with the very special nature of the place and, at the same time, to add to its charm. Native traditions and natural materials were integrated with new technologies to create a wide range of distinctive graphics.



National Gallery of Art

Graphic communication devices used in museums have unique requirements. They should assert themselves enough to communicate their messages effectively, but not so much as to distract attention from the exhibits. They must also harmonize with the museum's architecture, enhance the qualities of special facilities such as shops and restaurants, and, in general, contribute to the atmosphere of aesthetic enjoyment. Our information system for the National Gallery has fulfilled all of these needs.



Information desks and map kiosks throughout the museum aid the visitor in the appreciation of the great collections at the gallery.

Herman and Lees has been the prime contractor for a wide range of signage and public information programs — beginning with initial concepts and following through to the preparation of working drawings and the supervision of manufacturing and installation.

In the course of the projects cited in this brochure we have solved a wide variety of signage problems — including the integration of legally prescribed and specially designed signs; the development of systems for large and complex areas; the development of systems to be implemented internationally, and the design of signing for architecturally sensitive environments.

New York Marriott
Marquis Hotel,
Times Square, NY

Beth Israel Hospital,
Boston

Polaroid Corporation



Scale, materials, lighting, and graphic style are always integrated into the specific environment for which the signs are designed

Our sign systems are always based on a thorough analysis of circulation patterns, natural orientation, and rapid and easy comprehension of information.

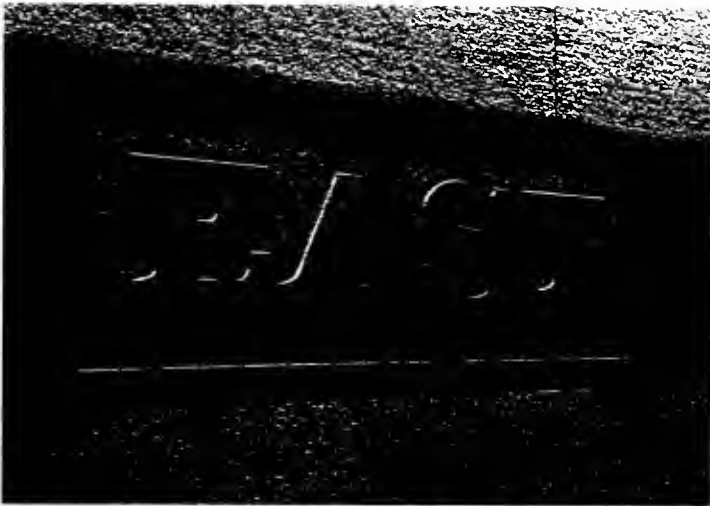
Where appropriate we use murals, banners, and other devices to enliven an environment and help to create a special sense of place

Charlestown Navy Yard,
Boston

Aga Khan University,
Pakistan

United States Air Force

Costa Smeralda
Yacht Club



Hynes Convention Center

The development of this state-of-the-art system for the Hynes Convention Center signals a new era in the design of environmental graphics. We intend to stay in the forefront of this exciting and challenging technology in the years to come.

The new Center has been designed to accommodate more than 20,000 visitors daily attending as many as six simultaneous conventions or exhibitions. A highly flexible signing system was required to display up-to-the-minute listings of events and to direct visitors to major destinations within the facility.

The system employs large scale electronic directories at the principal entrances to the facility, electronic directional signing at the key decision points and TV monitors at the entrances to meeting rooms. All displays are controlled from a central computer facility.



BOAT SHOW

Exhibition Hall A
Saturday, September 21, 1988

9:00 — 9:45 am
Coffee Reception

10:00 — 12:30 pm
**Sail Cloth Manufacturers
Lecture**

KAUTO SHOW

Exhibition Halls and Meeting Rooms

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